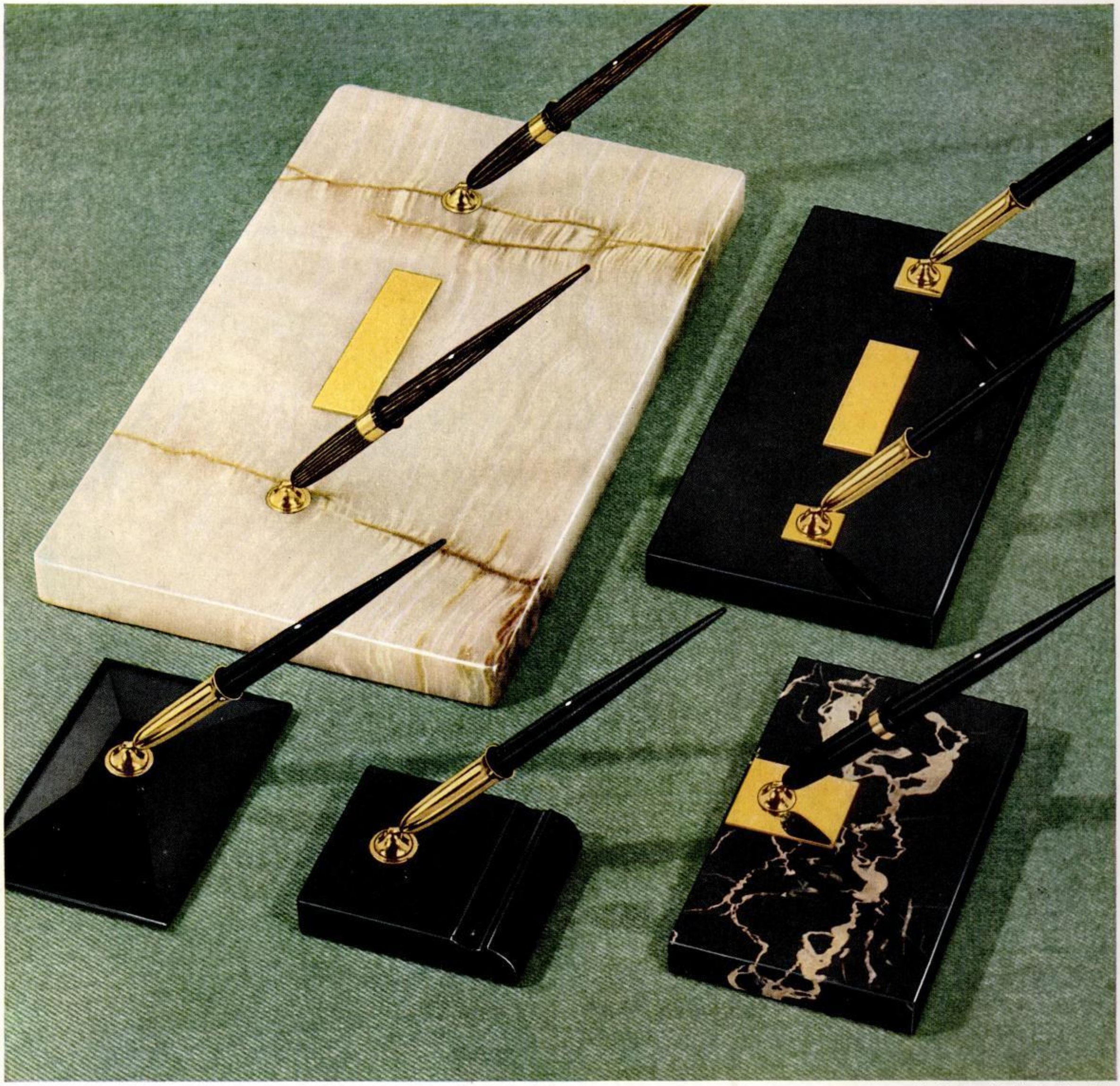
LIFE



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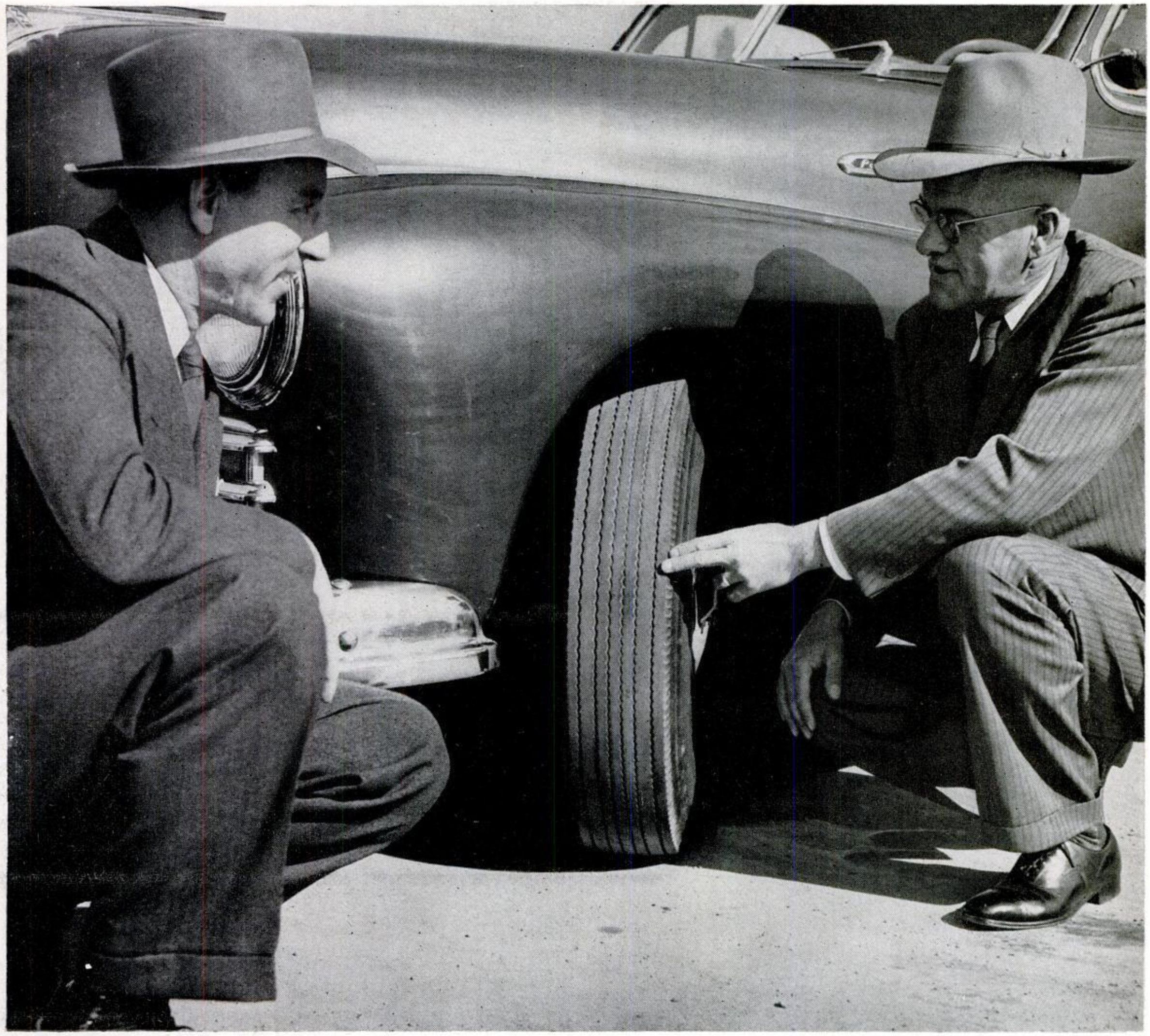
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Typical example: the B. F. Goodrich tire that outwears prewar tires

B. F. GOODRICH tires outwear prewar tires. Here's a letter from M. C. Dameron, Deputy U. S. Marshal, Pueblo, Colorado—typical of hundreds we have received from B. F. Goodrich owners. The picture, with Mr. Dameron pointing to the tire, was taken at the time this letter was written.

"On June 4, 1946, I put a complete set of B. F. Goodrich tires on my 1946 sedan in place of the ones which came with the car as original equipment. The speedometer at that time read 902 miles. I drive over all kinds of roads at all kinds of speeds. There are times when it is necessary for me to drive at very high speeds in order to cover the mileage.

"All four tires are still in service on this car and the speedometer now reads 43,956 miles. This means they have gone 43,054 miles and the original tread is still good on two of them, as the attached photo shows.

"This mileage is considerably more than I have ever experienced with any tire, even before the war. My work calls for dependable tires, and I must say that these new B. F. Goodrich tires have certainly filled the bill."

Some of the reasons why B. F. Goodrich tires give more mileage under severe conditions are: 1. Broader, flatter tread to distribute the wear over a wider area. 2. Tougher tire body made with stronger cords resists bruises, protects against blowouts.

Even at today's low prices your B. F. Goodrich dealer will give you a good allowance on your old tires if they are still good enough to be used or recapped. *The B. F. Goodrich Co., Akron, Ohio.*

B.F.Goodrich

FIRST IN RUBBER

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Make this Thanksgiving
a day your loved ones will remember—
by remembering them with a telegram.

Holidays always bring back memories—and a very special way to tell others that *you* remember is by telegram. Equally fitting, too, to convey your best wishes on weddings, anniversaries, birthdays and other happy occasions.

Suggested Thanksgiving messages are available at Western Union offices. You are free to use any of the suggestions, or compose your own greetings. Your message will be delivered on colorful Thanksgiving stationery.

At home or traveling, telegrams are so easy to send. Just drop into the near-by Western Union office or telephone Western Union from home or from any phone booth. Telegrams from home can be charged to your phone...and from phone booths can be paid for through the regular coin slots. Remember, always use Western Union for every "keep-in-touch" purpose.

PUSH-BUTTON TELEGRAPHY...



a new era of faster, finer Western Union service! Now Western Union switching clerks just push buttons and, in a flash, telegrams are speeded onward to their destinations. Newest unit in this nation-wide network of switching centers has just begun operation in Cincinnati, Ohio.

"Isn't there someone who would like to hear from you today?"



WESTERN UNION TELEGRAM

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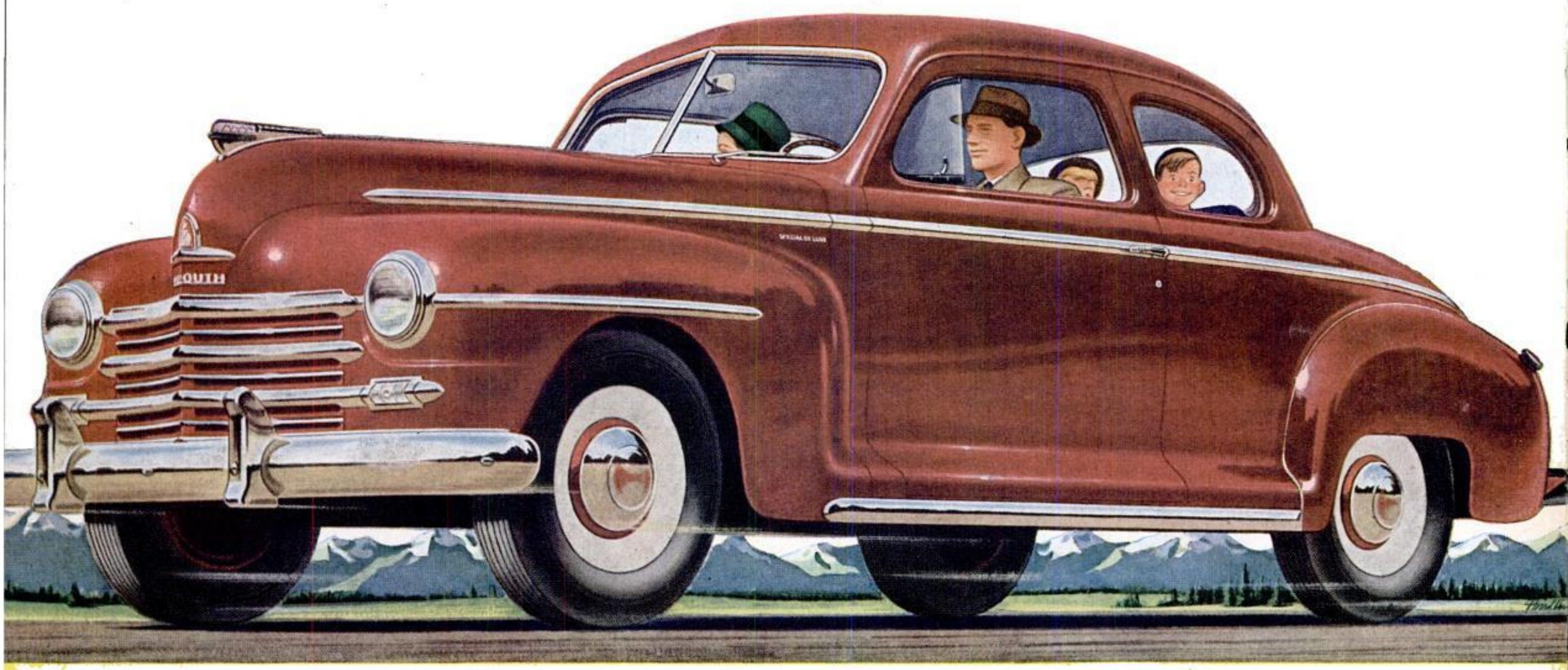
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MEASURE THEM ALL

Compare the cars in number of QUALITY FEATURES	
MOST HIGH-PRICED CARS HAVE	21
LOW-PRICED PLYMOUTH HAS	20
LOW-PRICED CAR #2 HAS	9
LOW-PRICED CAR #3 HAS	8

by the yardstick of Value!



The Quality Chart at your Plymouth dealer's is a yardstick for accurate car comparison. It shows you 21 features of high-priced cars . . . lets you measure the leading lowest-priced cars against them.

You see that Plymouth has 20 of these features. You check the other two leading low-priced cars and find that one has only 9 and the other only 8. You prove for yourself that Plymouth is the one low-priced car most like high-priced cars.

Then consider Plymouth's *extra* value above and beyond the 20 quality features. In the lowest-priced field, only Plymouth has Safety-Rim Wheels to reduce the hazards of tire failures. Only Plymouth has light-touch Safe-Guard Hydraulic Brakes, a third more effective . . . and many other basic advantages.

The protection of advanced safety features, the smoothness of Floating Power performance, the refreshing restfulness of a scientifically balanced ride — they're all yours with Plymouth. Doesn't all-around value like this make Plymouth your best buy?

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If it's VALUE you want it's PLYMOUTH you want

YOUR NEARBY PLYMOUTH DEALER WILL ACCEPT YOUR ORDER. AND HE'LL PROVIDE THE SERVICE AND FACTORY-ENGINEERED PARTS TO KEEP YOUR PRESENT CAR IN GOOD CONDITION WHILE YOU'RE WAITING FOR YOUR NEW PLYMOUTH.

PLYMOUTH BUILDS GREAT CARS

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THE MAGNAVOX BERKELEY . . . *Perfect example of 18th century design. In genuine mahogany.*

"No pages turned, no stitches grew

--- for the Magnavox held us in it's spell!"

Instantly, you *listen*—with a Magnavox! Those first clear, true notes lift you swiftly from mundane tasks and minor pleasures into a world of boundless beauty. It is beauty enhanced by the eye, too, for the warm woods and careful cabinetry are just as beautiful as the music it reproduces. Every new and proved development of radio science, genuine Armstrong FM and automatic record changing are provided for your listening pleasure. See and hear the magnificent Magnavox today.

Compare it with other radio-phonographs no matter how much higher-priced they may be—you will find that Magnavox so far outperforms all others that you won't be satisfied till you own a Magnavox. Consult the classified telephone directory for name of your Magnavox dealer or write, The Magnavox Company, Fort Wayne 4, Indiana.

the magnificent **Magnavox** radio-phonograph



The Traditional. Charming authenticity in mellow mahogany, walnut or maple. All the wonders of radio science, including genuine Armstrong static-free FM and precision automatic record changer



The Cosmopolitan. A classic of modern simplicity. Fine furniture plus unexcelled Magnavox tone quality and performance. Storage space for a library of 250 records. In genuine mahogany or white oak.



The Belvedere. Authentic in every detail. Superb furniture, in the spirit of Chippendale, combined with the latest acoustic advancements of the radio-phonograph world. Mahogany, walnut, white oak.

Frankly speaking about radio-phonographs

Specialists in the radio-phonograph field, The Magnavox Company develops, engineers and manufactures only console radio-phonographs with the styling and construction of fine furniture. We specialize in full-size instruments because it is impossible to reproduce *music* through anything less than large-set quality. The entire Magnavox facilities are devoted toward doing this job better than anyone else—and the results measure up to this specialization.

★ ★ ★

In the *Berkeley*, for example, you will enjoy one of the finest musical instruments Magnavox has ever produced. Its 18-watt amplifier operates two 12-inch high-fidelity speakers which are coordinated to give a tonal spaciousness impossible to attain with any single speaker.



★ ★ ★

The new Magnavox fully automatic record changer is more gentle than human hands. Combined with noiseless, feather-touch pickup it will play records indefinitely without noticeable wear.

★ ★ ★

This model with the addition of genuine static-free Armstrong FM (an optional feature), contains *eighteen* tubes (including 2 rectifiers and 2 tuning eyes).



★ ★ ★

Now—see if you can find these qualities so essential to good tone and lasting satisfaction in any other radio-phonograph selling for less than twice as much. Look at the difference, and, more importantly, listen to the difference.



★ ★ ★

Magnavox offers fourteen distinctively different models, priced from $187.00 to $850.00. You may select the one best suited to your needs from a decorative and cost standpoint. Each is an outstanding value in its own field.

★ ★ ★

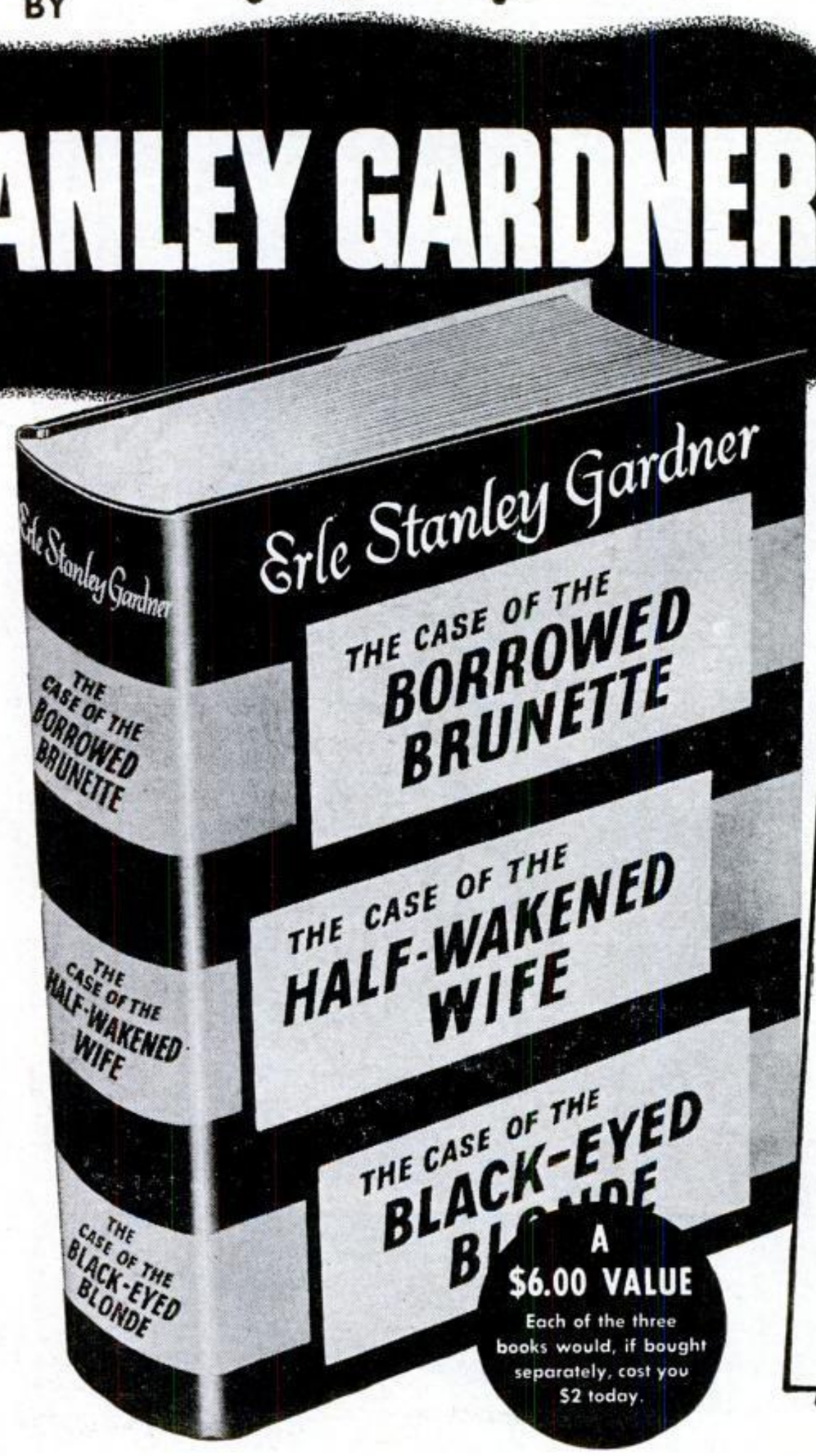
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"BEAUTIFUL BRUNETTE—colorful and adventuresome work—AT $50 A DAY!" It all starts with an advertisement worded like that!

Gorgeous Eva Martell is offered the job. She is told that all she must do is occupy a swanky apartment and receive no visitors. She accepts—but she asks Perry Mason if it's legal. The famous lawyer-sleuth decides it is within the law—until Eva's employer is found IN the apartment *with a bullet through his head!*

2 THE CASE OF THE HALF-WAKENED WIFE



IT'S the dead of night. You are aboard a yacht loaded with people who hate one another. Suddenly . . .

A scream! A splash! A shot! Then the cry, "Man Overbo-o-oard!" And you find yourself clutching a beautiful woman who is wearing a nightgown and holding a gun—*from which one shot has just been fired!*

The lady stands before the court. Accused of *murder*. Perry Mason, now her lawyer, is the ONLY person in the world who believes her innocent. So what does the lady do? She FIRES him.

3 THE CASE OF THE BLACK-EYED BLONDE



JUST ONE blonde can cause enough trouble—and Perry Mason is all tangled up with THREE! Blonde No. 1 bursts into his office wearing practically nothing but shoes, a fur coat—and a "wow" of a black eye! No. 2, an ex-trapeze artist, is having mighty suspicious "in-law" trouble. And Mason finds No. 3 sprawled in the mud, a bullet through her head!

How can No. 2 help Perry Mason prove that No. 1 didn't murder No. 3? And how can he ever keep his mind on his work with so many blondes around?

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WHOSE LICENSE PLATES ARE THESE?

These tags are on the cars of three famous people. Read the clues and see if you can identify them.



1. This California license marks the car o a blue-eyed, golden-haired actress and singer. Though just turned twenty-one she has been in training for stardom since she was five. (At ten she put on a radio show in her home town of Rock Island, Illinois, for two dollars cash and a gallon of ice cream.)

She is currently being seen in the 20th Century-Fox Technicolor production "I Wonder Who's Kissing Her Now." Coming up is "Summer Lightning." She uses "Ethyl" gasoline in her car because: "My car dealer advised me to always buy 'Ethyl' gasoline."

2. This New York plate identifies the car of a well-known sports announcer. A three-letter man at Pennsylvania Military College, he traveled 50,000 miles last year to broadcast major sports events for NBC. His face and voice are familiar to millions as sports commentator for MGM's "News of the Day."

He was born in Rochester, N. Y., and was a stock company actor in that city. Since 1937 he has been a regular member of the NBC Special Events Staff and since 1940 he has been director of sports for NBC. He is fond of motorboats and high-powered cars. He always uses "Ethyl" gasoline in his cars because: "I like the snap and power that 'Ethyl' gasoline puts into a motor."

3. Here's another California license plate. It identifies the car of a Hollywood star who is tall, dark and handsome. His father and grandfather before him were both famous stage stars of the same name. His performance in "Lloyd's of London" put him on the road to success.

His initial post-war picture was "The Razor's Edge." Twentieth Century-Fox is releasing his twenty-seventh film, "Captain from Castile." He uses "Ethyl" gasoline in his dark gray convertible. He says: "My last name tells you the reason why."

Read this to see how many you got right:

Here's whom we have to thank this month for saying such nice things about "Ethyl" gasoline: 1. June Haver 2. Bill Stern 3. Tyrone Power.

Like millions of other car owners, these well-known people know that whether you have a brand-new car or are trying to coax a little more service out of an old one there's nothing like "Ethyl" gasoline. They know that the familiar yellow-and-black "Ethyl" emblem on a pump means the oil company has improved its best gasoline with "Ethyl" antiknock compound. This famous ingredient steps up power and performance. Try a tankful of "Ethyl" gasoline today and see how much it can do for your car... how much it can add to your driving pleasure. Ethyl Corporation, Chrysler Bldg., New York 17, N. Y.



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Maybe she'll save you the price of a dress!

Our friend at the left is in trouble.

She bought a dress that went on shrinking and shrinking. Now good-by dress!

So let her misfortune teach *you* a wonderful dress-and-money-saving lesson . . .

Never buy a cotton dress till you see its "Sanforized" label with your own two eyes! For when you see the "Sanforized" label you can be sure you're *safe* from shrinkage every single time!

The style will never shrink away from
the dress with the "Sanforized" label.

•SANFORIZED•
REG. U.S. PAT. OFF.
Fabric Shrinkage less than 1% by the Government's Standard Test

The "Sanforized" trade-mark is used on compressive pre-shrunk fabrics only when tests for residual shrinkage are regularly checked, through the service of the owner of the trade-mark, to insure maintenance of its established standard by users of the mark. *Cluett, Peabody & Co., Inc.*

This is SMART SHOPPING →



A neckline can make, or break, a dress! But a "Sanforized" label is *just* as important.



Wash without a worry! If your dress is tagged "Sanforized," it'll never shrink its pretty lines away.



Pay $2 or pay $20—but get value for your money. Get a "Sanforized" label on every cotton dress you buy.

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Toast as you like it... ready, waiting, and warm!



See the General Electric Automatic Toaster at your dealer's. **$18.95** (plus tax)

Every slice toasted exactly right with New General Electric Automatic Toaster!

What's your taste in toast?



Light? . . . Dark? . . . Medium, maybe? Just set the control knob of the new General Electric. You'll have each slice the way you want it—whether it's the first slice or the twenty-first!

Toast pops up or stays warm!



See that little knob on this new General Electric? Just set it and you can have your toast "pop up" or "stay warm" inside! Imagine the convenience of a "warming oven" in your toaster!

Cleans in a hurry!



Takes about 10 seconds to clean this Automatic Toaster. No turning it upside down to shake crumbs out. The Snap-in Crumb Tray whisks in and out. Makes cleaning a breeze. General Electric Company, Bridgeport 2, Conn.

GENERAL ELECTRIC

LIFE'S REPORTS

THE CHEAP LIFE OF LIMA

Peru's economy is tough on the peon but easy on the tourist with dollars

by WILLIAM KREHM

LIMA

The troublesome tales of inflation and high living costs in the U.S. (LIFE, Nov. 10) seem faraway and slightly unreal here in Lima. In the semitropical clime of Peru's capital, the small and enormously privileged group of the foreign colony is enjoying a manner of life to which few of its members were previously accustomed. Recently one U.S. citizen stationed in Lima emerged from the city's best cinema where he had seen a good U.S. movie for 26¢. He had a 2¢ shoeshine from a bootblack, picked up a 13¢ package of U.S. cigarets and strolled down the neon-lit Jirón de la Unión. Entering one of the town's best restaurants, El Trocadero, he lifted the lids of the cauldrons thoughtfully placed near the entrance to permit clients to sniff the day's specialties, and was bowed to his table by three competing waiters. He dined on a shrimp cocktail, mussel soup, avocado salad, roast chicken (washed down with a good Peruvian wine), *Crêpes Suzette* and coffee. The bill came to $1.50. That included the 10% tip.

●

With the sober gait of the well-fed he left the restaurant, spurned a 1¢ trolley and hailed a 16¢ cab filled with 5¢-per-gallon gasoline. The creaking vehicle lurched down several palm-lined boulevards and deposited the American at his house. It was a cozy, white-stucco affair of six rooms, its expansive windows smothered with cerise bougainvillaeas and fragrant jasmine. The American had rented the house after the horrid inflation had begun, and therefore had been

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when the occasion is important...

Step forth with Seaforth!

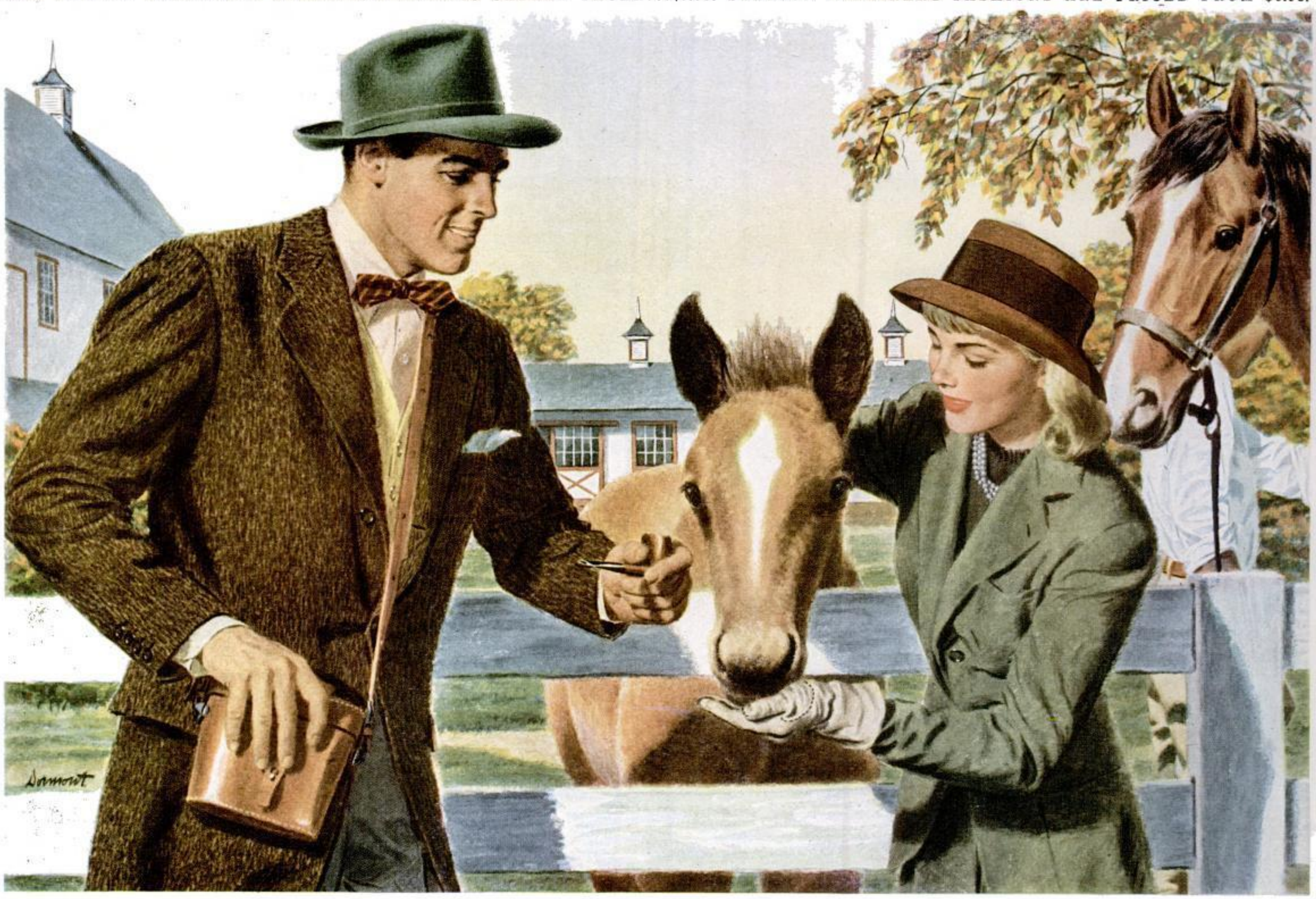
Dinner at eight, or a business date, *any* time you need to make an impression you need Seaforth! Follow up your shave and shower with a cool splash of Seaforth Shaving Lotion, the smooth finishing touch of Seaforth Talc. Discover how these heather-fresh toiletries make you feel and appeal! Individual items in polished stoneware, $1.00
Handsome gift sets, $2.00 to $7.00
Seaforth, 10 Rockefeller Plaza, New York 20



Shaving Mug
Shaving Lotion
Men's Talc
Liquid Deodorant
Hairdressing
Men's Cologne
Men's Hand Soap
Liquid Shaving Soap
$1 each
Brushless Shave, 60¢
Set E, left, $3.00

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THE GIRL IS WEARING A STETSON, TOO. IT IS CALLED PACER...$9.95. STETSON MILLINERY FASHIONS ARE PRICED FROM $6.95.

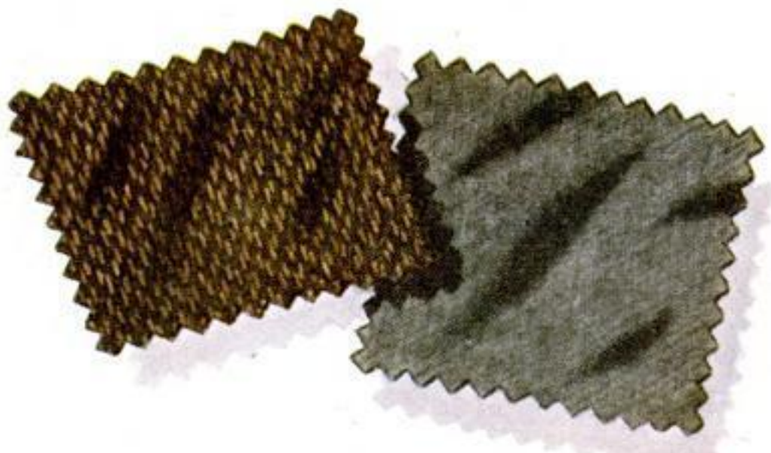


How to get that thoroughbred look

The big trick of looking well-groomed is picking the right clothes, including your hat, for the occasion.

The handsomely turned-out man above will wear a Stetson town hat with his city clothes; but when he's off to the great outdoors, he wears a Stetson *Suede Felt* to top off his sports outfit. One "Jack-of-all-trades" hat could not do the job.

For details of his clothes, see below. For the finest in hats, see your Stetson dealer. Stetson Hat prices begin at $8.50.



RIGHT SPORTS COAT AND SLACKS:

For country week ends, pick a jacket rich as a fall landscape—a soft brown Shetland tweed, worn with gray flannel slacks.



RIGHT ACCESSORIES:

Add the right bright note with a tan shirt and brown-and-orange bow tie...natural cable-stitch socks...and brown, grained monk-strap Oxfords.



RIGHT STETSON: *Suede Felt*

Top the outfit off in style with the new Stetson *Suede Felt* in crisp polo green—a rakish hat with a soft, luxurious, velvety finish. $16.50.

Wear the right hat for the occasion! STETSON HATS

More people wear Stetson Hats than any other brand. Stetson Hats are made only by John B. Stetson Company and its subsidiary companies in the United States and Canada.

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required to pay $37 monthly instead of the $16 that a longer-installed neighbor spent for similar quarters.

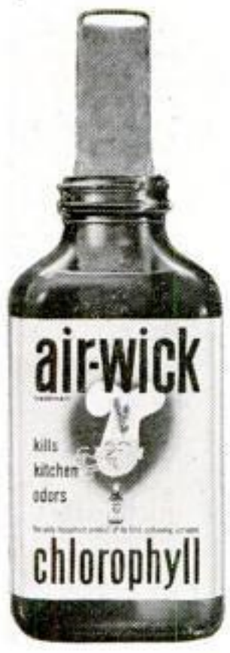
He had forgotten his keys, and a full three minutes passed before the door was opened—his $8-a-month butler and his two $5-a-month maids were each waiting for the other to answer. He mixed himself a nightcap and totted up his monthly budget. With a 71¢ monthly telephone bill, sugar at 1¢ a pound, bonito fish at 2¢ a pound, Argentinian beefsteak at 32¢, coffee at 11¢, butter 39¢, rice 2¢, strawberries 10¢, the American and his wife lived comfortably if not extravagantly on 2,500 *soles*, or at the present exchange rate, $156 monthly. While in the U.S. this American, hard pressed to meet rising living costs, had suffered insomnia. In Lima his sleep was serene.

One of the chief reasons for this marked-down bonanza is, ironically, the fact that Peru is economically less self-sufficient than many countries. In addition to importing most of its industrial goods Peru must also buy wheat, meat, butter and cheese abroad to feed its population. To encourage imports of these essential goods the government provides importers with dollars at an official fictitious rate of 6.5 *soles* to the dollar. But this fictitious rate does not prevail in a perfectly open and legal currency market where any American with travelers checks can buy *soles* at the rate of 16 to the dollar. With essential imports entering Peru at 6.5 *soles* to the dollar and priced at retail accordingly, the foreigner has a large margin of pure profit. This profit, of course, does not accrue to the Peruvian, who has only *soles* with which to buy and whose taxes provide an easy life for the foreign colony.

•

Life is particularly easy for the tourist, who can buy comfort neatly packaged at hotels. The pretentious Bolívar, Lima's best, charges $3.23 daily with meals and tips included. The old Maury, famous for its excellent Peruvian cuisine, provides room and board for $2.15. And though Lima seems cheap, the rest of Peru is even cheaper. In the provinces the government has built inns at intervals along the highways to accommodate travelers. For about $1.50—barely acceptable as tip at corresponding hotels in Cuba or Mexico—you get a comfortable room and well-cooked meals.

necessary as your daily bath . . .



clean smelling air in your home!

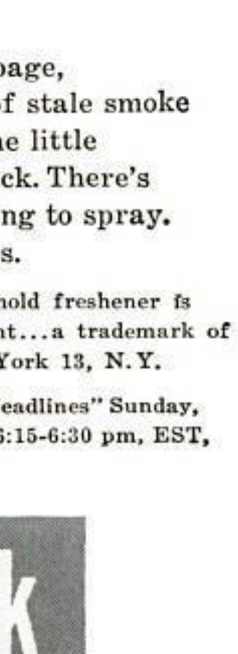
The odor of cooking cabbage, onions, fish . . . the odor of stale smoke . . . all yield to air-wick*, the little bottle with the magic wick. There's nothing to light . . . nothing to spray. A necessity in bathrooms.

*air-wick deodorizer and household freshener is fully protected by U.S. Patent . . . a trademark of Seeman Brothers, Inc., New York 13, N.Y.

Tune in "Monday Morning Headlines" Sunday, coast-to-coast ABC network, 6:15-6:30 pm, EST, following Drew Pearson.

air-wick

kills all indoor odors



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CONTINUED ON PAGE 14

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PHILCO 1282. A sensational new achievement from the Philco laboratories in tone, performance, cabinet beauty *and value!* In this exquisite, Mahogany console of *Classic Modern* design, you get superb, rich-voiced reproduction of radio and records. Famous Philco Automatic Record Changer plays up to 12 records. Featherweight tone arm . . . no needles to change. Powerful radio reception. Yes, it's a quality radio-phonograph console to adorn any living room at an amazing low price . . . yours for only $179.95*

FOR 17 YEARS
AMERICA HAS SAID . . .

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it's a

PHILCO 460-I (*below*). Smart Ivory Plastic table radio . . . extremely sensitive and selective . . . amazingly full, rich tone . . . a true quality radio in small space. $37.50*



PHILCO 1253 (*below*). A quality radio-phonograph with Automatic Record Changer that plays up to 12 records at the lowest possible price. Rich, full-bodied tone. Sensational value for only $99.95*



PHILCO 1270 (*below*). Philco Electronic Scratch Eliminator reproduces records without surface noise or record scratch. Dynamic Reproducer, Advanced-FM and other features for luxurious enjoyment of radio and records. Chippendale cabinet. $359.50*



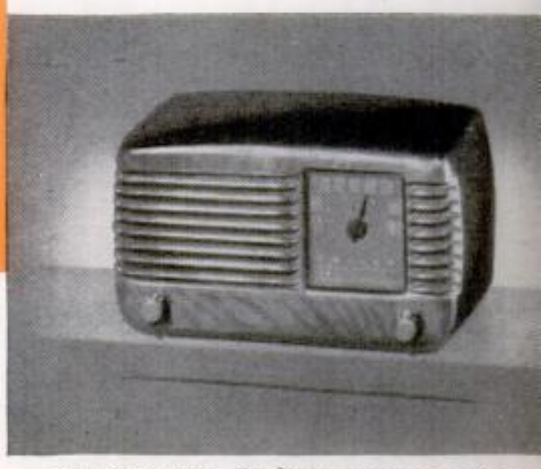


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PHILCO 300. Philco quality in a portable radio at a new low price! Miniature tube circuit gives amazing sensitivity. Plays on AC, DC, or long-life battery. $39.95 *less battery*



PHILCO 200. Radio's greatest value in a fine-performing compact at an amazing low price. AC-DC. $19.95*

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"When Choice Philco"

PHILCO 1274. *Custom Built by Philco* for music lovers of discriminating taste. The highest enjoyment of radio and recorded music is yours in this authentic Philco Hepplewhite console. Philco developments like the Electronic Scratch Eliminator which banishes surface noise and record scratch, the revolutionary Philco Advanced-FM System, the Dynamic Reproducer and *two* Dynamic Speakers bring you utmost fidelity of tone, freedom from static, concert hall volume without distortion. A thrilling musical experience! **$575.00***



PHILCO 1260. Stunning Mahogany console with Philco's new automatic way to play a record. Gorgeous record reproduction, thrilling radio reception. Sensational value at **$129.95***



BY an overwhelming margin, America has bought more Philco radios and phonographs than any other make. And after 17 years of undisputed leadership, Philco is still *America's favorite*... the standard of comparison among radio buyers everywhere. The new 1948 Philco radios and radio-phonographs are now in full supply at your Philco dealer.

Back of every model are vast laboratories and years of research, the unmatched resources of the world's largest radio manufacturer, a nationwide service organization. That's why the Philco name on the radio or phonograph you buy today is a symbol of the utmost quality and value for the price you pay... *plus* a promise of satisfaction and service for the years to come.

Visit your Philco dealer now... see and hear the new Philco models. And when you buy, let Philco quality be your guide... *accept nothing less and pay no more!*

Wednesday is Bingsday! Listen to Philco Radio Time starring BING CROSBY, Wednesdays at 10 P.M. in the East, 9 P.M. everywhere else. ABC Network and many additional stations.

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Something New and Delicious in Candy...

Brach's Chocolate Party Mix



9 Favorite Centers—Heavily Coated with Rich Chocolate

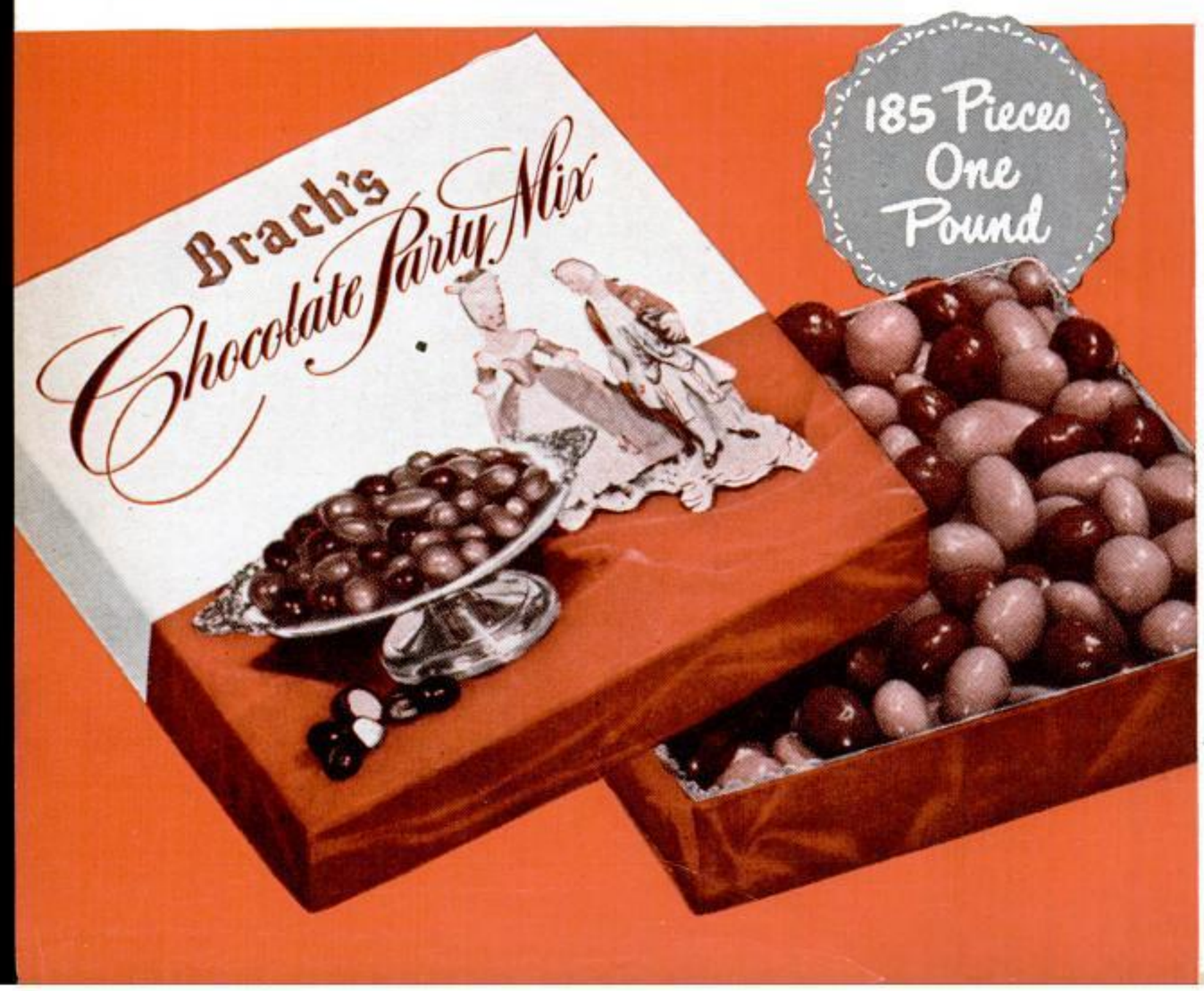
Enjoy Brach's thrilling new candy sensation everybody's talking about!

9 Delicious Centers
ROASTED ALMONDS
TURKISH FILBERTS
RICH, CREAMY CARAMELS
FLUFFY MALTED MILK BALLS
JUMBO VIRGINIA PEANUTS
PLUMP, SELECTED RAISINS
ORANGE MARMALADES
CRUNCHY NUT GOODIES
MICHIGAN MINT CREMES

YOU'VE NEVER had candy quite like Brach's Chocolate Party Mix—of such *superior* quality, in a new bite size! No wonder it's the smart candy for all occasions.

- **All nine delectable centers** are coated with bittersweet or milk chocolate made from choice Ecuadoran and Venezuelan cocoa beans blended in Brach's own chocolate mills.
- **Buy Brach's Chocolate Party Mix**—the finest candy money and experience can produce. You get *185 pieces* in a one-pound box.

Brach's Chocolate Party Mix
THE PERFECT CANDY FOR SMART ENTERTAINING



LIFE'S REPORTS CONTINUED

The tourist in Peru finds not only that life is inexpensive but that a great many extras are included. If he patronizes a tourist office he is likely to be embarrassed by attentions. In Cuzco a member of the local university faculty will guide him to nearby Inca ruins and indignantly decline pay. At Puno the tourist office often throws in a complimentary boat trip on Lake Titicaca. The tourist is not yet a creature existing only to be fleeced as he is in some Latin-American countries where *tourismo* has become big business.

Until recently the $361.05 plane fare from New York to Lima served as a deterrent to the slender-pursed and a boon to Mexico City. But with present Peruvian prices, the difference between the fare to Mexico and the fare to Peru is more than balanced by hotel savings after a two- or three-month visit. There is plenty to keep the visitor pleasantly occupied. From June to November, when mist overhangs the coast, a drive of 25 miles into the mountains provides brilliant sunshine. When the highlands are washed by torrential rains, the coast has almost constant sun and there is excellent bathing on the beaches near Lima. The archaeological past presses so luxuriantly around one that people who would never cross a museum threshold in the U.S. find themselves grabbing sticks and rushing off to probe skeleton-littered old cities like Pachacamác and Cajamarquilla near Lima. The civil attaché at the U.S. Embassy can obtain a license and arrange for a visiting celebrity on his very first dig to unearth a mummy wrapped in marvelous pre-Conquest shrouds. Theoretically, unlicensed prying is bootleg, but it is a widely practiced hobby. With the outlay of a few dollars it is simple to become the collector of pre-Inca and Inca figurines, pottery and textiles. Or if archaeology and Indian crafts leave the tourist cold, there is golf, tennis and skiing on the sand dunes near Lima.

•

With such enticements Peru hopes to attract American tourists carrying American cash. The imbalance of her economy worries her political leaders seriously. But so long as the imbalance can to some extent be alleviated by dollars brought in by visiting *norteamericanos*, Peru will remain, for foreigners, an isolated little haven of easy living in an otherwise overinflated hemisphere.

Treat Yourself to New England's Favorite Flavor

Delicious with that extra-tempting true old-time goodness. Actually baked (not steamed) for *one entire day* with juicy pork and spicy sauces . . . "Down East" in Portland, Maine. Burnham & Morrill Company.



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Companions
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Look for the Rumpp trademark

97 Years of Leadership

RUMPP
"The Sterling of Leatherware"

C.F. Rumpp & Sons, Phila. 6, Pa.

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In striped cotton, about $6 . . . printed rayon about $10

"Boxer" shorts, about $1.75
Gripper Fastener shorts, about $1



Fuel for the Yule spirit ___

Textron Menswear in holiday colors

Watch him warm up to the gift with the Textron label! Pajamas in finest rayons or Sanforized cottons—Textron-tailored for solid comfort and made-to-order fit! Roomier armholes, longer trousers . . . seams generous! Sizes A to D. Choose from a variety of printed pajamas, about $5 to $10. Shorts with the famous "parachute" seat, extra-soft, non-restraining elastic. "Boxer" model (no buttons to pop off—easier ironing, too) in solid colors and fancy rayons, about $1.75. Shorts with Gripper Fasteners and elastic sides in plain colors or striped cotton, about $1. Sizes 28 to 44. At leading stores throughout the country. TEXTRON, INC., Textron Building, 401 Fifth Avenue, New York 16, N. Y.

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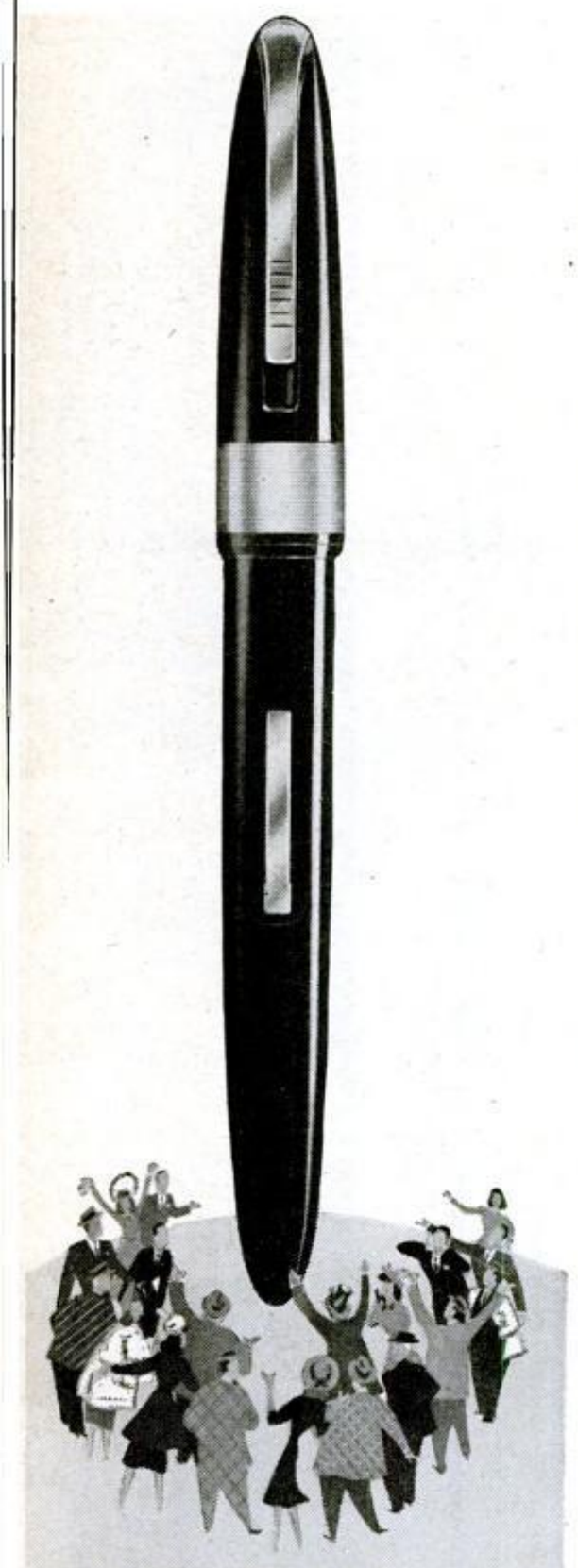
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More women choose Kotex★
than all other sanitary napkins

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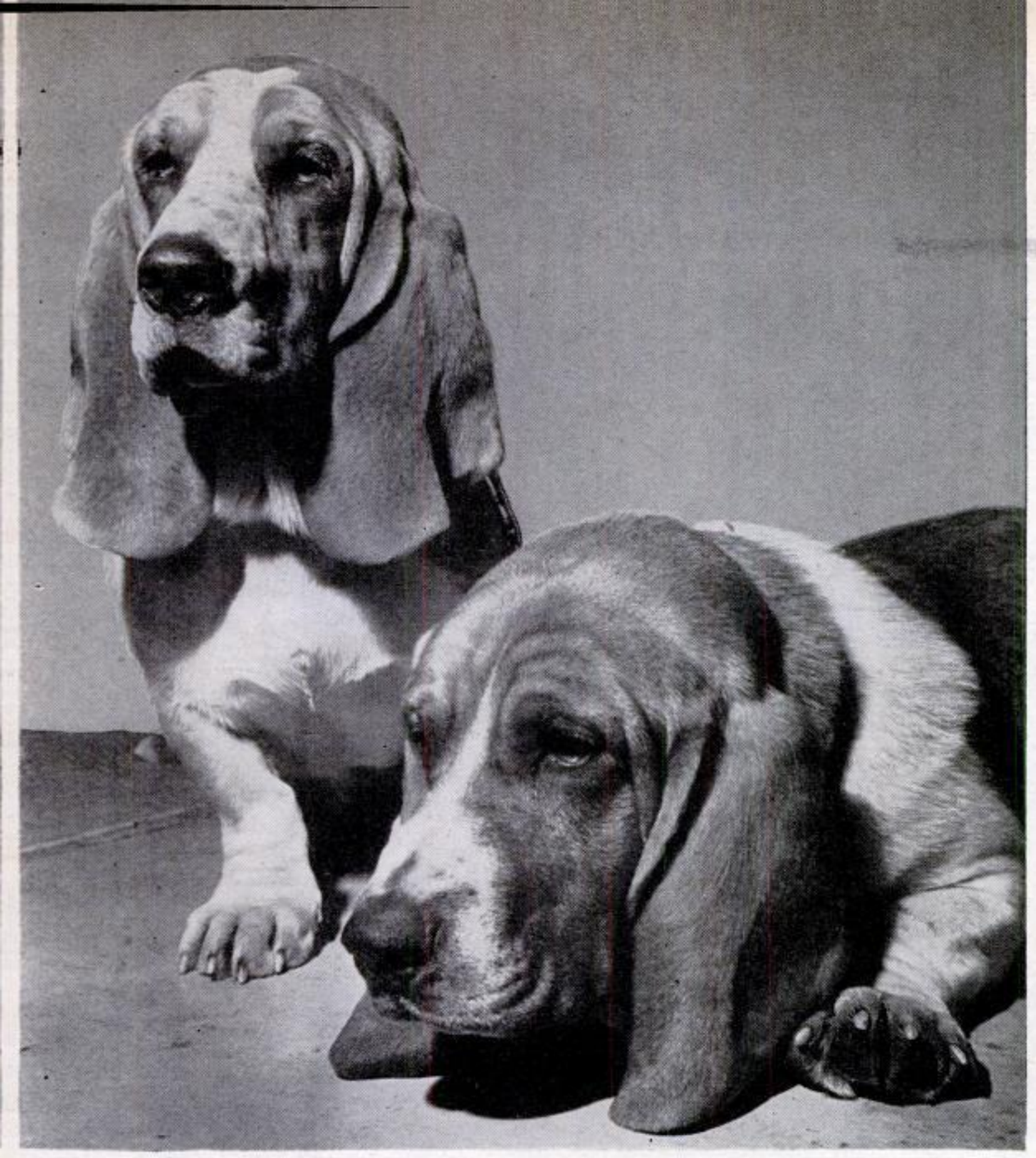
SPEAKING OF PICTURES...

... THIS IS THE WORK OF THE BACHRACH OF DOG PHOTOGRAPHY

Ylla Koffler, a photographer known professionally by her first name (pronounced "eela"), occasionally uses up as much as three hours of a dog's time taking its picture. But the dog's master is generally pleased as Punch with the result. After looking at the pictures on these pages, it is easy to see why.

In the 14 years since Austrian-born Ylla gave up sculpture for photography, she has snapped everything from wart hogs to pandas (one of which bit her) but finds dogs more agreeable. Fond owners pay Ylla, now a sort of Bachrach to dogs, $50 for pictures like these, and in her off hours she gives free sittings to any other photogenic animals which interest her. The sittings are held in Ylla's small New York studio apartment, a tasteful place where she keeps a supply of bones, rubber mice, dog biscuit and other props designed to soothe the subjects. Sooner or later they all behave for Ylla, but she often has her troubles beforehand. One sulky bulldog, for instance, would not behave until she shelled a hard-boiled egg in his presence. He liked the sound.

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BASSET HOUNDS were found by Ylla at last February's dog show in New York City. Sad-eyed bassets are one of her favorite breeds because they are generally well-behaved subjects.



DACHSHUND PUPPIES were pet-shop dogs. Ylla gets few orders for puppy pictures because the dogs grow up before their owners become really fond of them.



TWO FRENCH POODLES NAMED MICHAEL AND KISS WERE ABOUT 3 WHEN THEY SAT FOR YLLA. SHE FOUND THEM "VERY CHARMING DOGS"

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BLOODHOUND named Prince won Best-of-Breed at the 1947 New York dog show. Ylla says that males and females behave equally well at sittings until they grow old. Thereafter most males remain serene but females grow very nervous.



POODLE looks guilty under its wiglike bangs. Ylla gave it the bone to play with, then asked the dog's master to take it away. The poodle was determined to hang onto the bone and Ylla got this picture before it had to surrender it.

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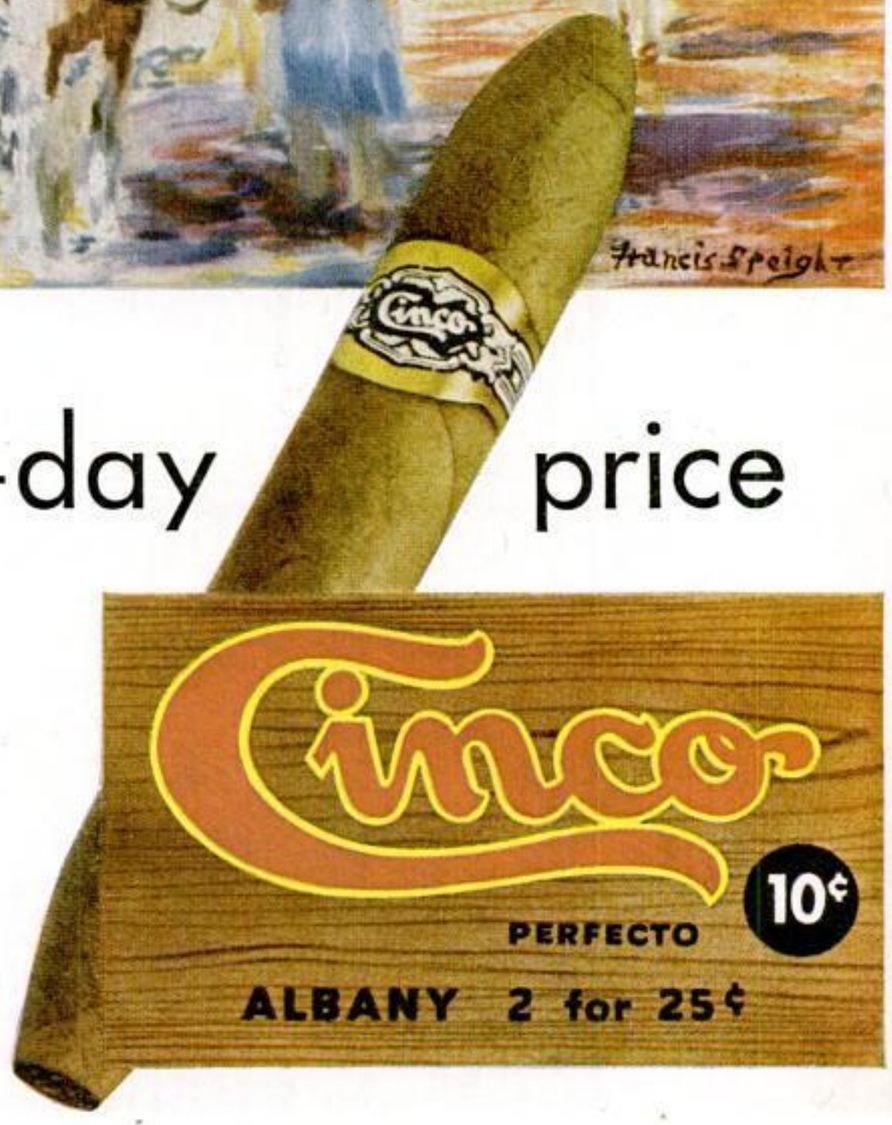
Sunday along the Wissahickon

Yes, it's Sunday—day when many pleasure-loving Philadelphians meet at Valley Green Inn, along winding Wissahickon Creek. Almost every American city has such a holiday haunt—where the woods are a wall and the sky a blind to shut you from the cares of the week. Relax—enjoy a good cigar, a Cinco!



Painted for the Webster Tobacco Company by Francis Speight.

The Sunday cigar at a week-day price



Long leaves of costly Havana and Puerto Rican tobaccos run the entire length of your Cinco cigar . . . make it burn slowly and evenly, make the last puff pleasant as the first! This choice Caribbean filler is wrapped in Connecticut Shadegrown—silk to the touch, sleek to the eye. Cinco is the only cigar in America with this blend of these tobaccos selling for only a dime! Enjoy its festive flavor *every* day!

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LETTERS TO THE EDITORS

POLAR BEARS

Sirs:

My little daughter cried when she saw your picture of the baby polar bear hugging its dead mother (LIFE, Oct. 27).

MRS. GEORGE H. SLOCUM
Chicago, Ill.

Sirs:

Shame on you! You made my wife cry.

DUKE X. DOSS
Long Beach, Calif.

Sirs:

. . . I shed tears over it.

MRS. ROBERT YEMM
Windsor, Canada

Sirs:

I actually wept

KATHLEEN MAHLER
Buffalo, N.Y.

Sirs:

. . . I was never so ashamed of being a human being in my whole life.

ANNA M. HUNNINGHOUSE
Huntington, N.Y.

Sirs:

. . . I am just 9 years old and it made me cry. After I cried it made me mad.

BETTY ANNE EARLEY
Cleveland, Ohio

Sirs:

Mattapoisett is in mourning over the polar bear expedition. . . .

JOANELLA GIBBONS
Mattapoisett, Mass.

Sirs:

. . . Now, if the scene were reversed and the bear had the gun and was killing the hunter it would have been a swell picture.

N. E. LONG
Lincoln Park, Mich.

Sirs:

. . . When the polar bear is extinct I suppose the sealers will kill and skin their fellow Norwegians, only the skin of a full-grown Norwegian probably isn't worth $100.

ROBERT H. PATTERSON JR.
Atlanta, Ga.

Sirs:

. . . My first impulse was to protest at such pictures and articles in the future. On second thought, I believe that if it were not for that article we, the reading public, would not know

CONTINUED ON NEXT PAGE

FOR THE CONVENIENCE OF LIFE'S NON-SUBSCRIBING READERS

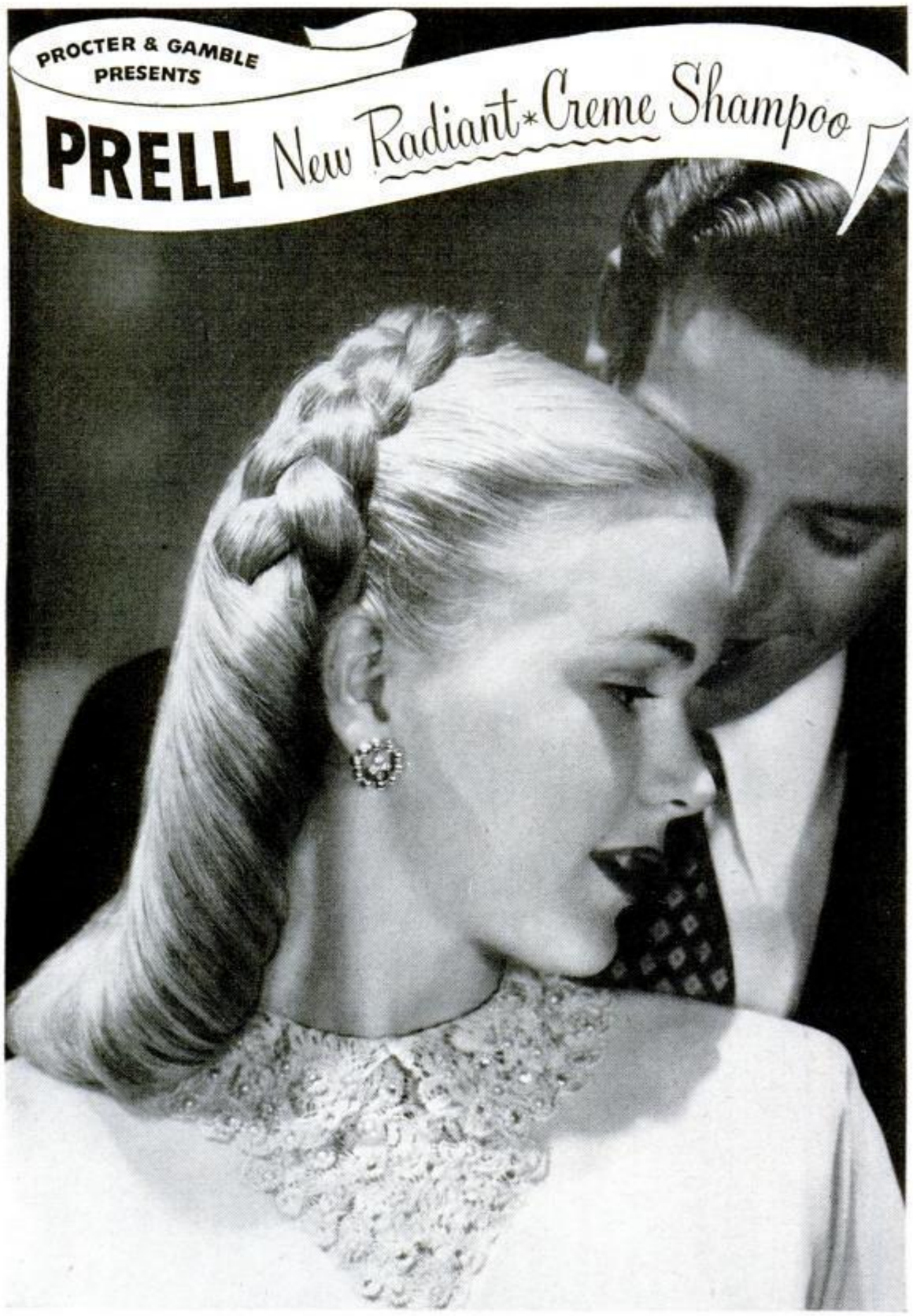
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LEAVES HAIR Radiantly **CLEAN** Radiantly **SMOOTH**

PRELL! The *exciting* new emerald-clear Radiant-Creme shampoo with the amazing patented cleansing ingredient. Prell leaves hair more sparklingly radiant than any soap or soap shampoo, and leaves it free of ugly dandruff. Yes, doctors' examinations *proved* Prell removes unsightly dandruff in as little as 3 minutes—that regular Prell shampoos *control* this dandruff.

Your hair is so *radiantly* lovely after Prell—so *smooth*—so *manageable*. And the Prell tube is so handy—no messy jars, or slippery bottles to break. Get a tube of marvelous new Prell for your whole family, *today!*



Here's What the Rileys Say About Prell

RILEY: Dandruff's a mess on your coat or your dress, So we Rileys shampoo with Prell.

MOM: And "Prelled" hair shines so—it just seems to glow, And *arranges* so smoothly and well.

JUNIOR: No jar that will slip or bottle to drip—That Prell tube is sure on the beam.

BABS: It's so economical, the lather's astronomical—That's Prell, the new Radiant-Creme!

Enjoy **"The Life of Riley"** Saturday Nights—NBC



*T. M. REG. U.S. PAT. OFF.

LETTERS TO THE EDITORS

CONTINUED

that such things exist. If those pictures will serve as a means of arousing the sympathies of people throughout the world who love nature they will have served a purpose. . . .

CATHERINE F. BARLOW

Old Greenwich, Conn.

THE RICH FAMILY

Sirs:

I thank you very much for your very splendid and impartial write-up of the Rich Family "Mormon Family has a Reunion," (LIFE, Oct. 27).

I believe ours is the largest American family. I do not know of a larger one, after 100 years.

You may be interested to know that the health record of the family is most unusual. There are now living more than 2,000 descendants of Apostle Charles C. Rich and, of course, probably more than that number have died. In the family record there is not a single case of physical deformity. There is not a case of tuberculosis. There is only one case of cancer, and in the 100 years there is not a trace of syphilis (which indicates that we are all very virtuous, or very careful, or perhaps just plain lucky). . . .

BENJAMIN L. RICH

Salt Lake City, Utah

Sirs:

You missed a couple of good bets in your article on the Rich Family Reunion.

The two parties talking to Laraine Day's mother are Wilson McCarthy, president of the Denver & Rio Grande Railroad, whose wife is a granddaughter of Charles C. Rich, and another granddaughter who was the toast of Broadway in the Gay 90s as Viola Pratt Gillette. McCarthy took quite a ribbing about his railroad being slower and less efficient than the oxcarts of the pioneers. . . .

BENJAMIN C. RICH

Salt Lake City, Utah

THE FABIANS

Sirs:

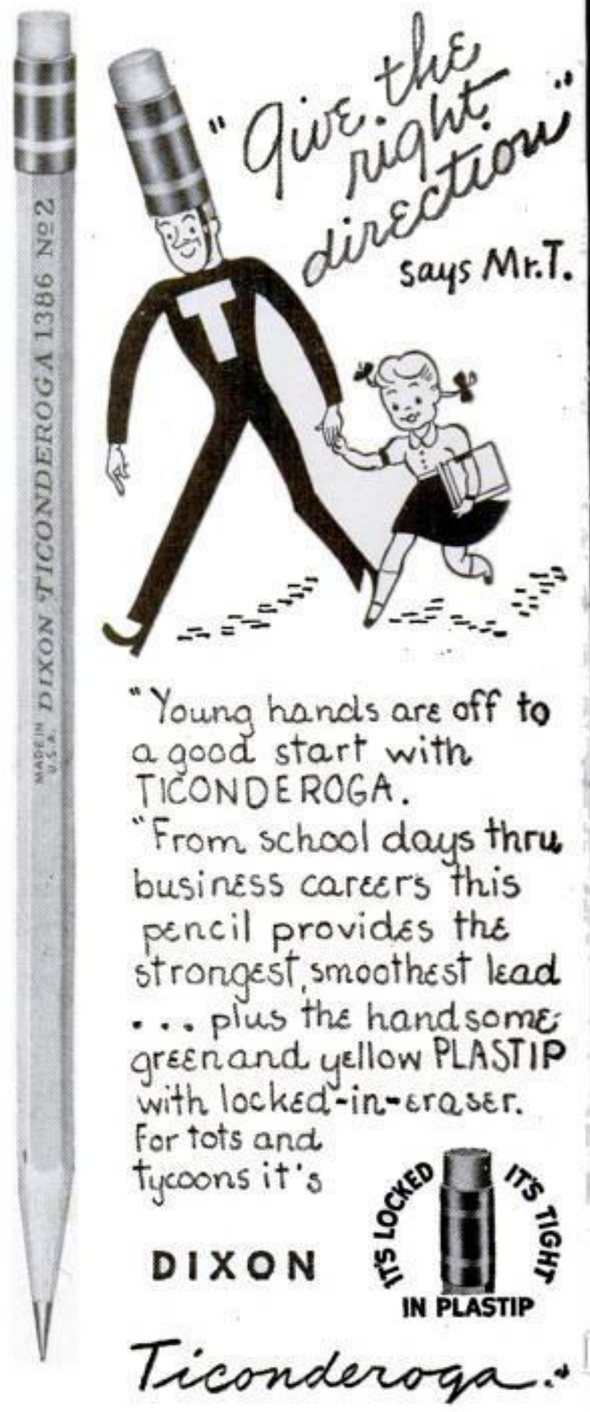
In your editorial, "The Fabians" (LIFE, Oct. 27), it is stated, "So far as any one knows, there are only two ways to make men work: money or fear."

As an attorney and economist it is my belief that this is a dangerous oversimplification which is apt to prove very costly to any American industrialist who relies upon that statement. While adequate wages are essential to a valid labor-management relationship, it is also true that there are other factors which are equally or more important. The average worker is more influenced by the quality of his supervision, by worker companionship, by job security, than by his wage rate.

Elton Mayo, professor of industrial research at Harvard, says, "If one observes either industrial workers or university students with sufficient care and continuity, one finds that the proportionate number actuated by motives of self-interest logically elaborated is exceedingly small. They have relapsed upon self-interest when social association has failed them."

In a Philadelphia textile firm four financial incentive plans failed, but a proper program of rest periods and intelligent supervision eliminated a production bottleneck in a difficult production department. It is pure Marxian economic determinism to suggest that only money or fear motivates the

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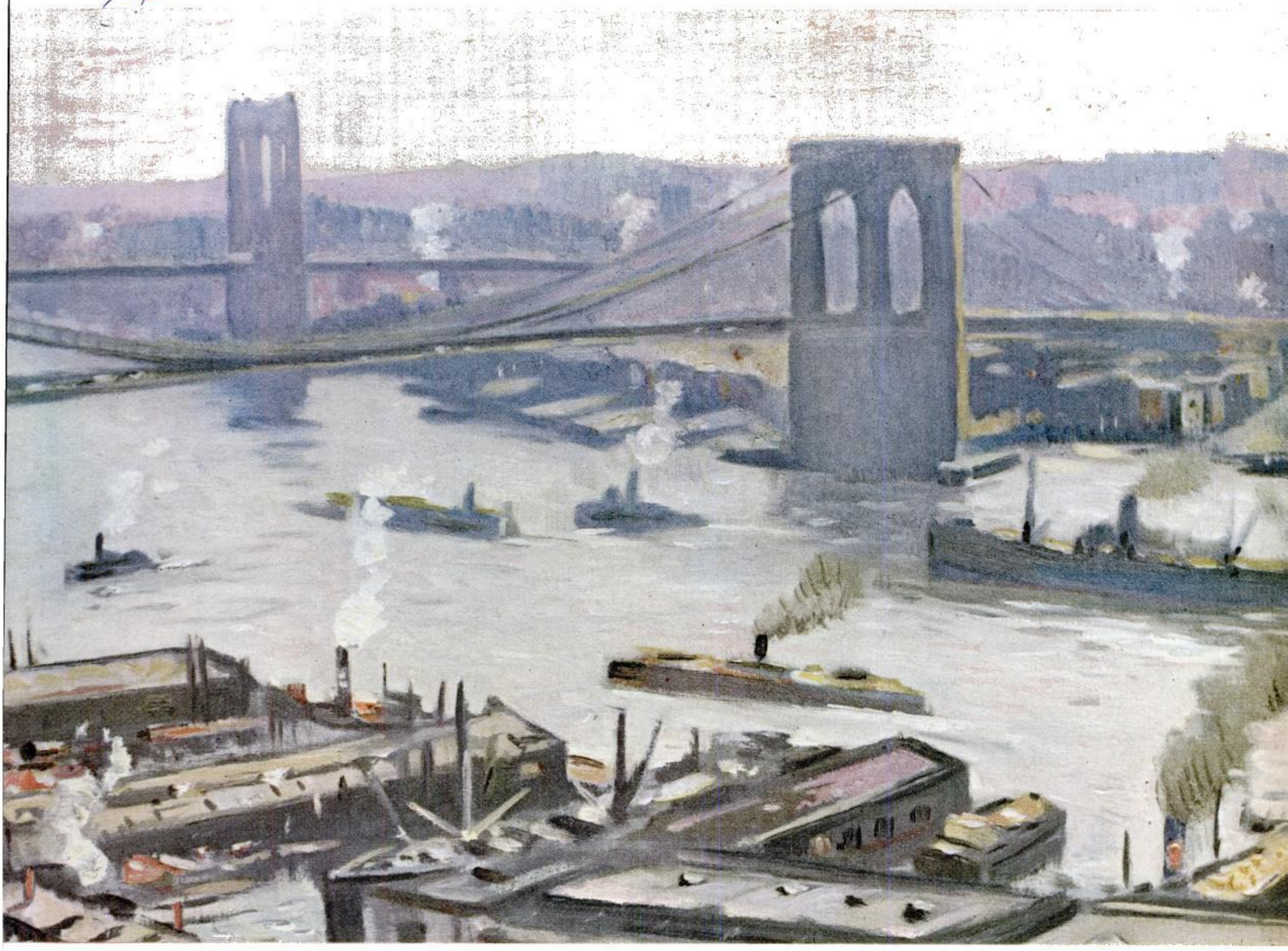




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Brooklyn Bridge—vital link between two great boroughs of a great city. At one end, Manhattan, hemmed in by rivers . . . growing toward the sky. At the other, the broad spaciousness of Brooklyn and Long Island. A famous part of the American Scene, *painted by Guy Wiggin.*



Throughout this nation of coffee lovers—**MORE PEOPLE BUY AND ENJOY MAXWELL HOUSE THAN ANY OTHER BRAND OF COFFEE!**

Because that "Good to the Last Drop" flavor adds so much real enjoyment to good living, Maxwell House is America's favorite —of all coffees, at *any* price! Yes, North, South, East, or West, Maxwell House is truly part of the American Scene!





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Can you fill them?

You're walking in proud shoes
when you try these on for size—
the boots that hit the beach at Leyte
and took the Rhine in stride.
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stained with the mud of France,
they got a cleaning and a polishing
before they swung high, wide and handsome
down Fifth Avenue.
Museum pieces? Not these shoes.
They're not in a glass case
for people to stare at.
They still have work to do.

If you're man enough to fill them
you'll travel far.
You'll know the value of good comrades,
discover what it takes to be a leader,
learn how to handle new machines
and—more important—men.
You'll teach the meaning of democracy
to people groping for it.
You'll help to keep your country
strong and free.
If you can fill these shoes
you're on the first team, Soldier.
You're a Regular Army man!

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YOUR ARMY AND AIR FORCE SERVE THE NATION AND MANKIND IN WAR AND PEACE

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Users find same fast relief as powders

Hear the acclaim! "BC" Headache Tablets as popular as "BC" Headache Powders. Naturally! The same famous formula in both. The *same* FAST relief from headaches, neuralgic pains and minor muscular aches. *Two* tablets equal *one* powder. On sale everywhere. Caution: use only as directed.



You'll get *Longer-Lasting Relief,* *or* Double Your Money Back!*

with
AMAZING NEW CHEWING GUM COUGH DROPS



1. **TASTY MEDICATION** (Cough-lets X Formula) soothes!
2. **CHEWING** keeps your throat moist longer!



*Use at least half a box of Cough-lets. Then if you don't agree they give you longer-lasting relief than ordinary cough drops, send us the box with the unused contents, and a letter stating your reasons, and we'll cheerfully refund double your purchase price.

Gum Products, Inc., 150 Orleans Street, East Boston 28, Massachusetts

LETTERS TO THE EDITORS

CONTINUED

worker. The American capitalism of individual incentives recognizes the fact that while economic security is essential, nonfinancial incentives are also most significant. A leading industrialist, James F. Lincoln, president of the newly formed Council of Profit Sharing Industries, stated in his first address to that organization that unless the spirit of a good college football team inspires the working group, no amount of money or fear will do the job.

GUSTAVE SIMONS
New York, N.Y.

OLD IRONSIDES HERO

Sirs:

"Well done" for your splendid story, "Old Ironsides Hero" (LIFE, Oct. 27), and thank you for calling attention to the plight of Old Ironsides' sister ship, the U.S. frigate *Constellation*, which, as you say, "may be scrapped for lack of funds to restore her."

At various times the Navy has received generous offers from patriotic organizations to assist in raising funds for the restoration of the *Constellation*.

I have recently transmitted to Congress a proposed bill requesting authorization for the Navy Department to receive donations for this purpose. It will also permit the sale of original materials from the *Constellation* which cannot be used effectively in her restoration but which may have sentimental or souvenir value to prospective purchasers.

The Navy believes that, as was the case in the restoration of the *Constitution* (Old Ironsides), the money should be the result of a great many small donations rather than a few large gifts. The Navy wants all Americans to have a personal share in the preservation of this sturdy ship, which symbolized the hopes of our newborn republic when she was launched 150 years ago. The Navy hopes that schoolchildren, patriotic societies, veterans' associations and the general public everywhere will join in helping finance this restoration.

JOHN L. SULLIVAN
Secretary of the Navy
Washington, D.C.

MULES

Sirs:

In the description of the Duke of Alba's daughter's wedding (LIFE, Oct. 27) reference is made to thoroughbred mules. As a former Missourian I was taught that a mule, like a corporation, has "no pride of ancestry or hope of posterity." What is a thoroughbred mule?

WOODWARD H. BROWN
Des Moines, Iowa

● There is no such animal. LIFE's mule editor has been put out to pasture.—ED.

WOMEN'S COLLEGES

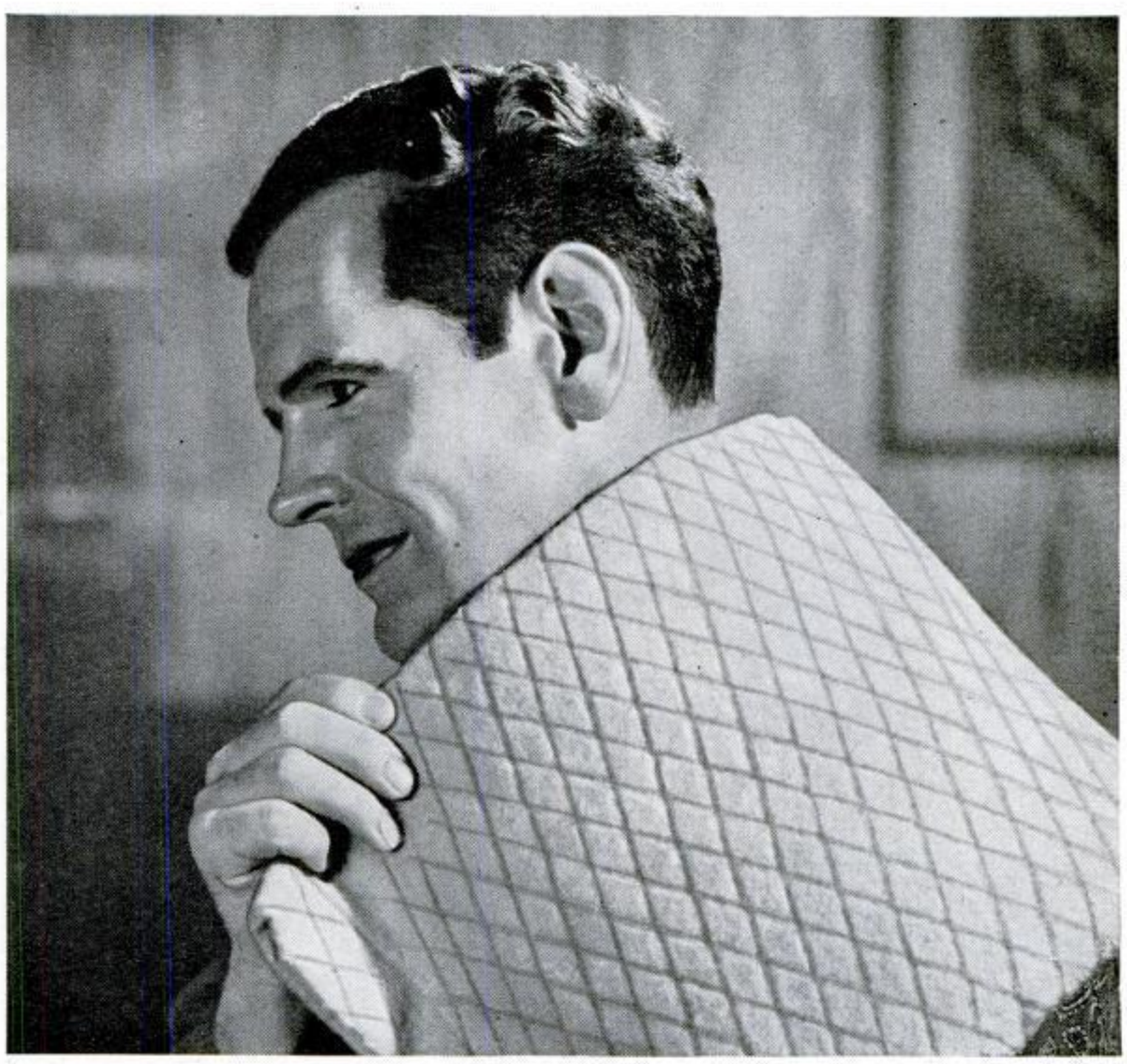
Sirs:

In your article, "Women College Presidents" (LIFE, Oct. 27), you failed to even mention the real pioneer of women's colleges, Wesleyan, at Macon, Ga., which was chartered in 1836 to confer degrees upon women. For its first few years it was known as the Georgia Female College, but its name was changed in 1843 to Wesleyan Female College and finally in 1919 to simply Wesleyan College.

On Oct. 23, 1936 at the celebration

CONTINUED ON NEXT PAGE

STIFF NECK?



Get sure, soothing warmth with G-E Heating Pad!

How quickly tight muscles begin to relax—how surely aches and pains are coaxed away—by the gentle, even warmth of a General Electric Heating Pad!

Moist heat or dry heat—you can use the new Waterproof Pad for either. Inner cover is scientifically sealed against moisture. Specifically designed for use with wet packs as well as for dry heat.

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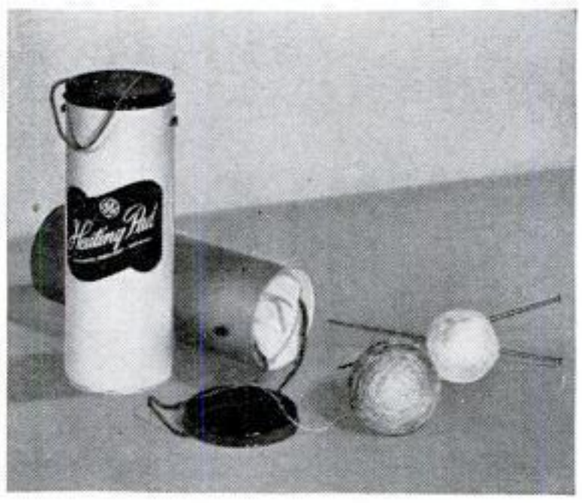
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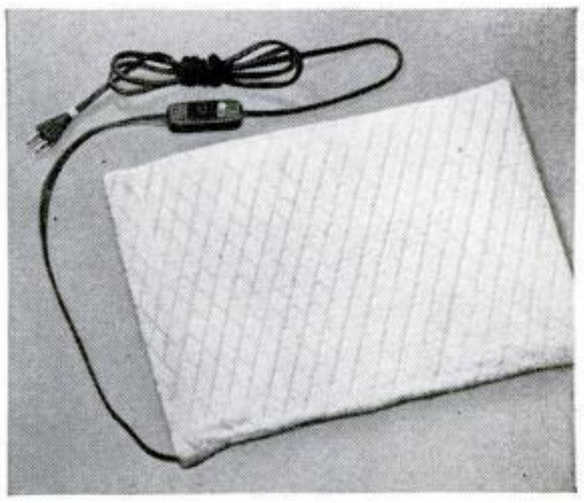
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And when you slip the label off—presto! you have a smart knitting bag!



New Waterproof Model—$6.60 plus tax

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For sure, controlled heat—be sure it's a General Electric!

GENERAL ELECTRIC

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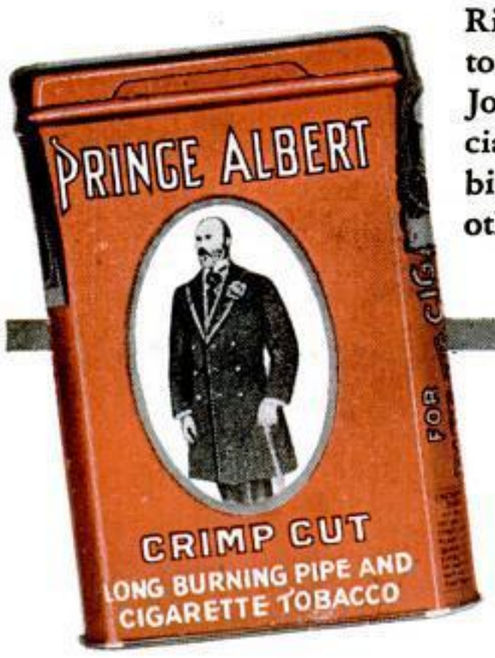
You score high when you've got P.A.*



P.A.* means Pipe Appeal

It's that distinctly masculine look of the pipe-smoking man that appeals to *her*—and it's rich-tasting, cool-smoking Prince Albert that appeals to *him* in his pipe.

P.A.* means Prince Albert



Rich tasting . . . mild and easy on the tongue—that's Prince Albert—the National Joy Smoke! P. A.'s choice tobacco is specially treated to insure against tongue bite. More pipes smoke P. A. than any other tobacco!

R. J. Reynolds Tobacco Co., Winston-Salem, N. C.



LETTERS TO THE EDITORS

CONTINUED

of the 100th anniversary of the granting of Wesleyan's charter, President Henry Noble MacCracken of Vassar said in the convocation address, "I am here in behalf of the women's colleges to confirm that Wesleyan is the first college for women."

SHIRLEE BRILLER
Macon, Ga.

● Many women's colleges claim greater age than Vassar, but as LIFE's article stated, none before Vassar offered an education on a par with the great men's universities.—ED.

Sirs:

O, LIFE, how could you? Imagine an article about women's colleges with not the barest mention of Elmira, the first college for women in America to confer degrees for courses equivalent to those offered in men's colleges.

FRANCES G. SLATER
Port Henry, N.Y.

Sirs:

We have seen with some dismay that you neglected to mention the name of Rockford College. . . .

IRENE ARTLEY
SIBYL STRAUSS
Rockford, Ill.

Sirs:

How on earth could LIFE have omitted . . . Sweet Briar?

ELIZABETH C. NORFLEET
Woodberry Forest, Va.

Sirs:

. . . A grave omission has been made—Keuka College, Keuka Park, N.Y. . . .

M. JANE SCULLEY
Rochester, N.Y.

Sirs:

. . . You omitted Connecticut College. . . .

CAROL RAPHAEL
New York, N.Y.

Sirs:

. . . Mills College in California. . . .

CAROLINE MALTBY SHAW
Sacramento, Calif.

Sirs:

Hunter College, the *largest* women's college in the U.S. . . .

SHEILA CAMERON TRYK
Hollywood, Calif.

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. . . if your lighter's lost or stolen replace it with another safe Casco "pop-out" knob and element unit for $1.50

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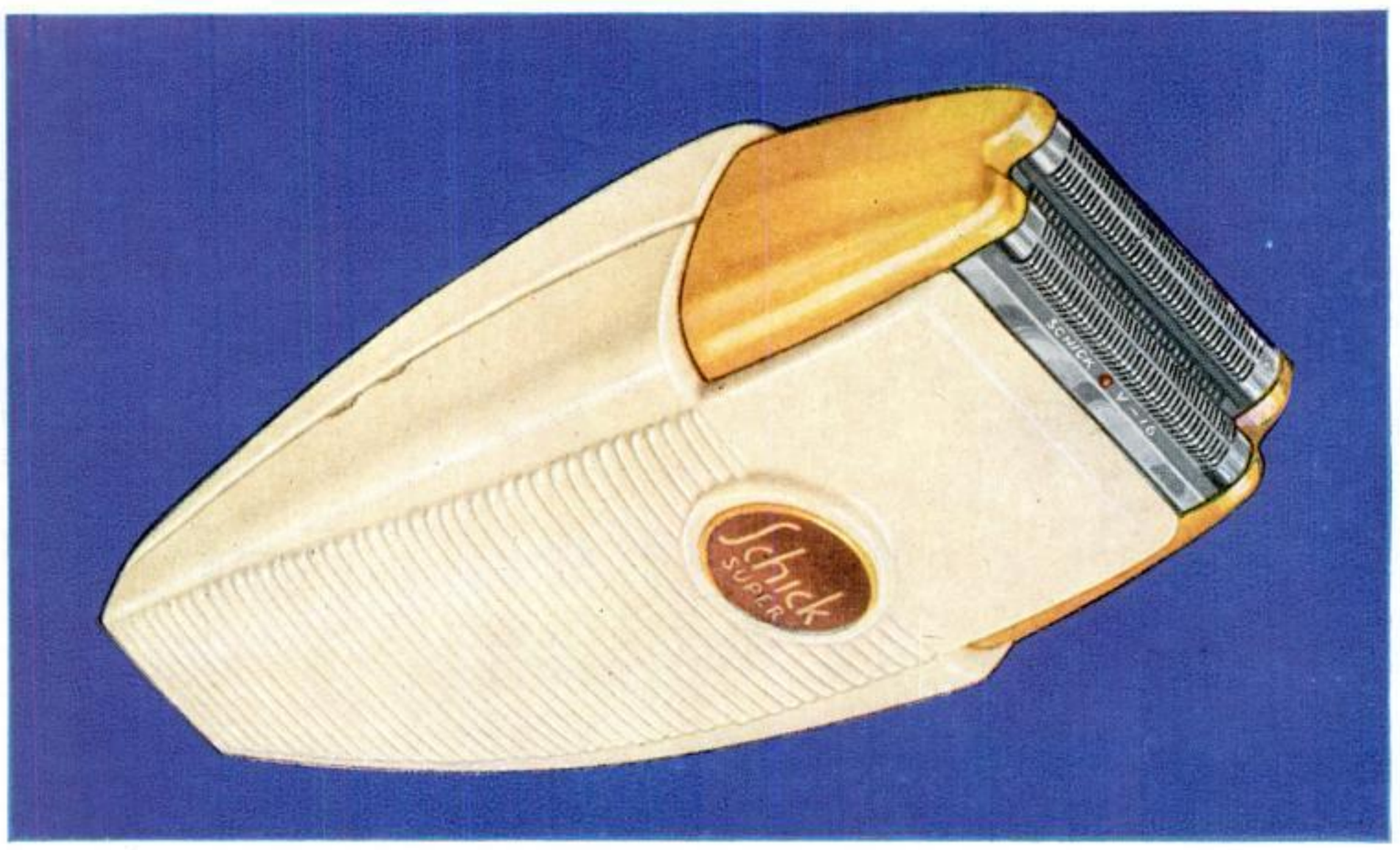
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10-DAY TRIAL BUY—Here's the Schick Super we're talking about. Tidy, neat, compact, with two close-cropping, non-nicking, fast-working heads that give you double shaving action on every stroke. Complete in handsome traveling case, ready to plug into any socket, AC or DC, at $18.00. Buy one—try it for 10 days—and if it's not the finest way to shave you ever found, *return it and get your money back in full.* Or—trial-buy the famous Schick Colonel for only $15.00.

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But all the talk in the world won't prove that about our shaver—or any other shaving instrument. You've got to *try* them on your own face to find out!

So we say this:

Go get a Schick Shaver. Make it prove itself *in action.* See how it fits your face—how its double-action shaving stroke whisks the whiskers off close and clean. How it saves time, trouble, fuss, muss—*and* your skin.

Do that for ten days—and then:

If you're not absolutely satisfied Schick Super is tops—take it back and have every penny of your money refunded.

Fair enough? Then how about going down and getting a Schick Super right now?

SCHICK INCORPORATED, STAMFORD, CONN.



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INSTALLER . . . of telephone central office equipment.



Western Electric

A UNIT OF THE BELL SYSTEM SINCE 1882

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LIFE

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The dignified but weary aristocrats on the cover are Porky (*left*) 7, and Tina, 4. They are boxers, members of an increasingly popular breed which originated in Germany, and belong to Drs. Margaret and Clarence Combs, Shrewsbury, N.J. veterinarians. The picture was taken by the Bachrach of U.S. canine photographers, a lady named Ylla, whose fine portraits of other breeds appear on pages 18 to 20. The Combses did not commission this portrait themselves, however. It was ordered in gratitude by a lady whose pet collie's life they had saved.

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1 teaspoon vanilla (optional)

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Fruited Coconut Macaroons: substitute 1 cup finely chopped dates, dried prunes or apricots for 1 cup coconut.

Nut Macaroons: substitute 1 cup coarsely chopped peanuts for 1 cup coconut.

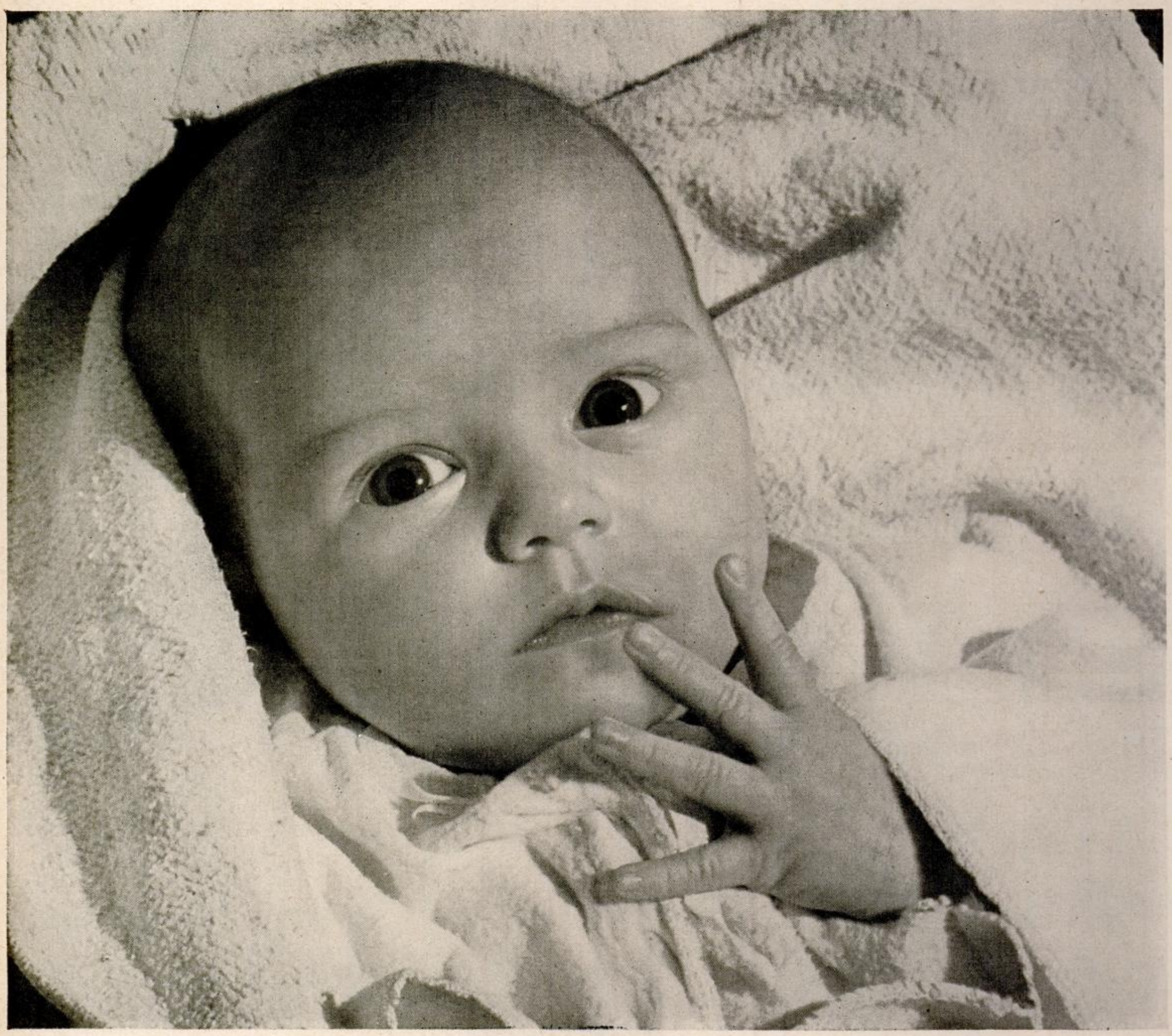


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Multiply by 3,500,000

U. S. births for 1947 will reach a new all-time high, according to those who do the counting.

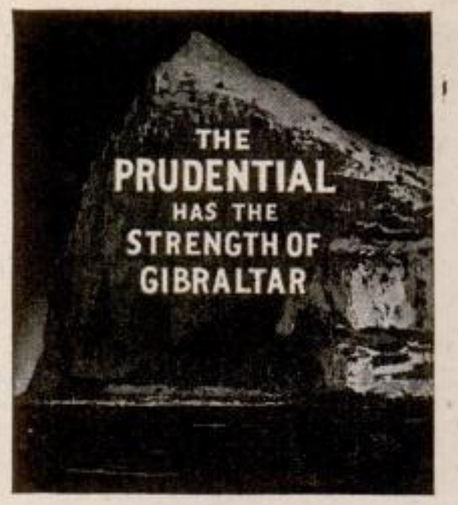
If one of those new arrivals belongs at your house, its future "life picture" looks brighter than it would have 35 years ago, because the average death rate for children has declined by over 75% since then. And its future *financial* picture will look a lot brighter too—if you protect it with Prudential life insurance. For through the Prudential you can give that baby a more secure start in life, make sure there will be income during its growing years, funds for its education.

Prudential's insurance plans should appeal to young people establishing their homes and families. For Prudential puts the policyholder's interest first . . . gives family protection at low cost . . . and arranges your life insurance the way you want it, to best cover *your* particular needs.

See your Prudential representative about the right kind of protection for your family. Do it *now*, while you're *young*.

* * *

Enjoy the Prudential Family Hour, with Risë Stevens—Sunday afternoons, CBS. And the Jack Berch Show—Every morning, Mondays through Fridays, NBC.



THE PRUDENTIAL

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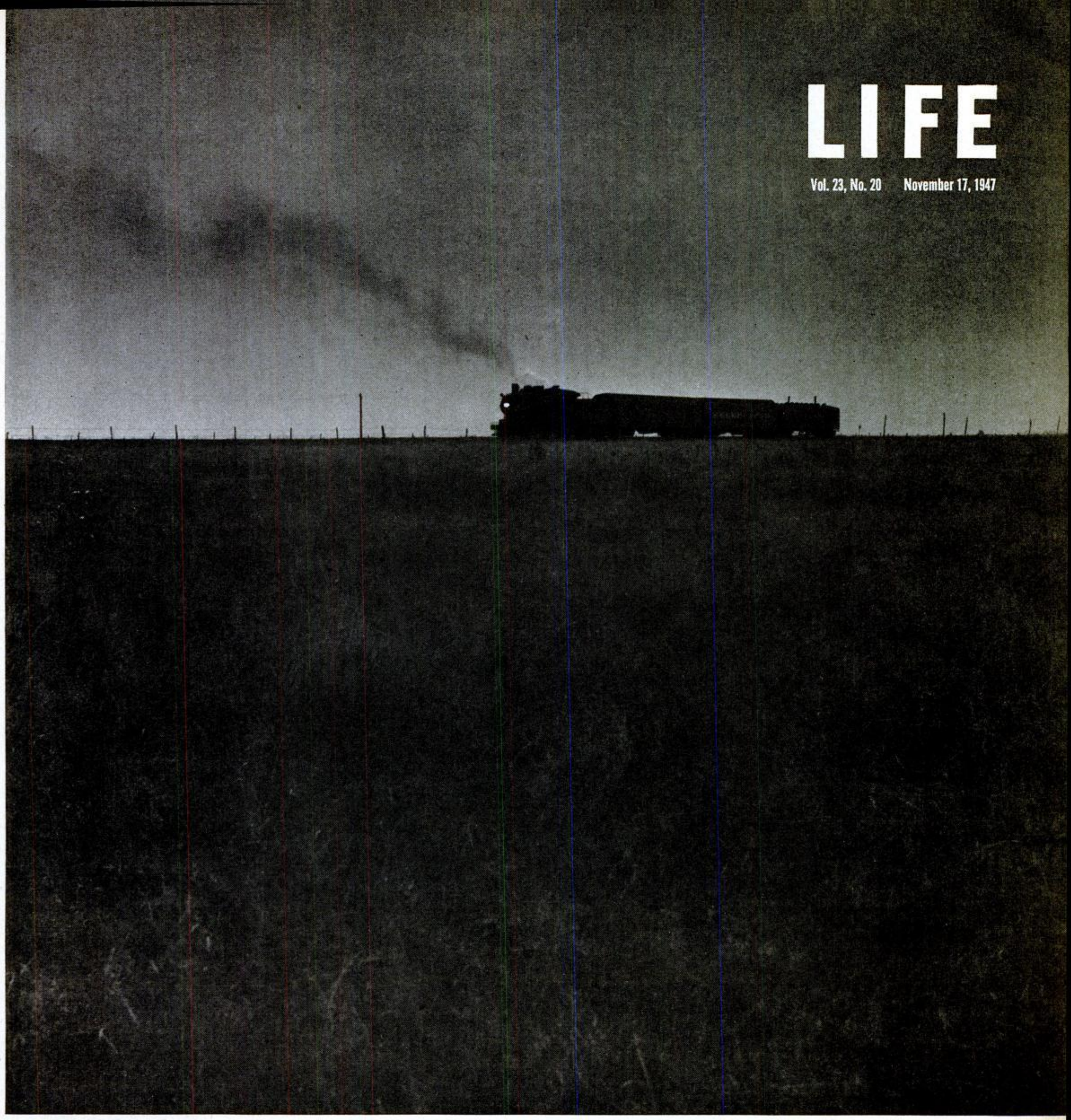
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HOME OFFICE: NEWARK, NEW JERSEY

THE FUTURE BELONGS TO THOSE WHO PREPARE FOR IT

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LIFE
Vol. 23, No. 20 November 17, 1947



AT DAWN ON THE FLATLANDS OF NEBRASKA A ROCK ISLAND TRAIN CARRIES THE BODY OF SERGEANT WERNER OVER THE LAST MILES OF HIS LONG JOURNEY HOME

THE SERGEANT COMES HOME

On the windy, sunless morning of Nov. 3 Staff Sergeant Arnold B. Werner, 37120070, Company I, 36th Armored Infantry Regiment, Third Armored Division, returned to Hebron, Neb. in a baggage car. A flag was draped over his coffin and he was accompanied by a one-man guard of honor.

The sergeant was the central figure in a scene that is taking place throughout the U.S. this week and one that will be repeated many times again as 225,000 of the nation's 296,000 war dead are brought home. The sergeant was also an individual who, although he was overtaken by the regimentation of the Army and the final anonymity of death, was once a living part of his community. As he moved from Belgium to New York to Nebraska, he was an object of honor and curiosity. Some of those who saw him took off their hats but said, "Why bring him home?" They questioned whether his identity had really been established, whether the whole project was an unnecessary expense for the taxpayers, whether his homecoming was an unnecessary ordeal for his family.

But the compelling fact remained that those who asked questions had lost no relatives. Of those who, like the sergeant's family, did lose husbands, sons or brothers, more than 70% thus far have requested the War Department to return their dead.

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THIS IS THE SERGEANT'S HOME AND FAMILY



THE WERNER FARM is a neat cluster of houses and outbuildings surrounded by 160 acres of corn, sorghum, wheat and pastureland. During fall planting, his father and brother were shorthanded without him. They sowed the 60 acres of wheat (*foreground*) but had to leave much of their corn standing in the fields.



HIGH-SCHOOL FRIENDS posed with him (*back row, center*) after graduation in the spring of 1938.



LAST SNAPSHOT was made by his mother with box camera when he was home on furlough in 1943.



HIS FIANCEE, Lucille Krenke, has this memento of memorial service held shortly after his death.



THE FAMILY, now that Arnold is dead and his elder brother and sister married, has been reduced to his younger brother Marvin, his mother and father. In the evenings they sit around the oilcloth-covered living-room table, listening to their battery-powered radio while Farmer Werner studies crop reports.

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THIS IS HOW THE SERGEANT LIVED AND DIED

Arnold Bernard Werner was born on Jan. 3, 1920 in a farmhouse on the ocean-flat, chocolate-colored land of Thayer County, Neb., six miles from the town of Hebron (pop. 1,900). His parents, like most Thayer County farmers, are of German extraction, thrifty, good-humored and devout. Arnold grew up in utter quietness. His father Martin remembers this about him: "He grew to farming. He had chores from his seventh year. He liked to hunt —rabbits, small birds. He was for riding and fishing, too. But I guess as much as anything he liked to farm. He'd have done all right in it for a lifetime. He was for the right, as far as I know. I guess he did a job in the Army."

Arnold's classmates have difficulty recalling him. "He never went out for athletics. That's when you get to know them, after school. He just went home to work. He wanted to be a farmer." Before his 21st year he found some time to court Lucille Krenke. They went to the Lutheran grade school together. Arnold made an agreement with her for the future.



A WOODEN CROSS marked the sergeant's grave in Belgium. Before the evacuation began, 17,320 other U.S. soldiers were buried at Henri Chapelle.

On July 1, 1941 Arnold was assigned a draft number of S-610 by Local Board No. 1 of Thayer County. Three months later he left home. On Main Street, Oscar Dankenbring recollects, "I remember when he went away. I used to cut his hair here before the war. He talked about farming when I cut his hair. That morning I was over in the drugstore drinking a hot chocolate. There were four of them, Arnold and three others, waiting for the bus. The three were laughing and talking, you know the way they do. But Arnold didn't see the need for rejoicing."

He went to Fort Crook, Neb. and wrote home: "I passed the physical okay. They keep telling you to hurry! hurry! and then they tell you to wait." This was a joke which delighted his parents. Arnold put it in his letter because he knew it might make them less uneasy.

He went to Fort Leavenworth, Kan. and then to Camp Polk, La. where he became a member of the Third Armored Division. "Jan. 12, 1942. Dear Dad: Here farmers are plowing with one horse or two at the most. They only farm little patches." This also amused his parents. Arnold never wrote that he was homesick, but he told the men in his company that he was. On Feb. 1 he wrote, "Dear Mother: Received your letter and also the box, the cake was swell only smashed up a bit, and candy was all smashed together and stuck to the waxed paper. I passed the cake around and the sergeant said it was good."

Arnold was transferred to California and then to Virginia, Pennsylvania and New York. "We marched out to the airport today, about six miles. The occasion was a general is leaving here. About 15,000 men were there. It sure looked nice." There was no irony in Arnold's mind. He had walked 30 miles a day in Nebraska, and he thought it was nice to walk six miles for the general. He sent home programs of Lutheran church services he had attended. These his mother pasted in her scrapbook, along with some souvenir pictures of Washington. "I got to see the Capitol, W. monument, Lincoln's home, just as it was when he died, also the White House but couldn't get in the Capitol, they had it all guarded with soldiers."

In June 1943 Arnold came home on furlough. He knew he might soon go overseas but said nothing to his parents. His father says, "He never complained much about the Army. I got an idea he didn't think much of their food, but he kept it under his hat so Ma wouldn't find out and be nervous." During his furlough his mother snapped his picture as he stood with a .22 rifle in a wheatfield. Four years later his father could not at first recall when the picture was taken. Then he looked at it closely and said, "That's the year we planted the beardless wheat—June 1943." Had he not noticed the wheat, Father Werner might never have recognized the snapshot as the last picture ever taken of Arnold.

Before he left Arnold went to see his friend Norbert Waldmeyer in Hebron. Waldmeyer says, "I knew him very well. There's nothing extraordinary you could say about him. He would have been a good farmer. He was telling me, 'Well, here I am back in Nebraska. It might be the last time.' " Arnold said nothing of the kind to Lucille Krenke but went on making plans for the future.

In September 1943 Arnold went to England. "I was a little seasick at first," he wrote. Then, 5,000 miles from home, he summed up what he thought of the English countryside. "They have small grain here, but I haven't seen any corn yet." Seven months later he wrote, "You can be expecting a money order soon. Can you turn it in to the bank and draw a little interest? I've got several plans already when I get out, which I hope isn't very long. One is to try to start up farming for myself. But if you need any of the money, just help yourself."

A week before the landings on Normandy he advised his brother, "Well, Marvin, if you think you'd rather be in the Navy, well, that's up to you. It can't be much worse than this." That was all of the soldier's desperation he ever revealed.

In combat Arnold was a good soldier. He never talked enough to attract attention but got ahead because of his actions. He mentioned his battle experiences only once—"I have seen a little action, and you can't imagine how it is, not so good, I'd say." Two months after he became a sergeant he wrote, "Did you get the harvesting done yet? I'm squad leader now, I don't remember if I wrote this before or not."

In August 1944 he was wounded in action. At first he failed to mention this to his parents, but after they were notified of the event by the adjutant general, Arnold did his best to reassure them. "I got a scratch last month." He was hospitalized for 20 days.

His last months were hectic and confused. There were long gaps in his correspondence, and his letters were filled with a profound sense of religion and quiet despair which he did his best to conceal. "Pray for me . . . always keep praying that we can all be together again." But in his last letter, dated Dec. 12, 1944, his mood seemed bright again.

"Can I be looking for a Christmas package? I sure hope so. I am in good health and hope you are the same. Did Marvin have a nice vacation?" Four days later, on Dec. 16, Nazi General Gerd von Rundstedt commenced the Battle of the Bulge.

On Jan. 4, 1945 Sergeant Werner roused himself before dawn. He had spent the night of his 25th birthday lying half asleep in the snow outside the Belgian town of Lierneux. If he dreamed of the snow in Nebraska lying over his father's wheat, he never had time to set it down in a letter. At 0900 hours his squad moved into Lierneux and was halted by a German machine-gun emplacement. Sergeant Werner worked his way behind the emplacement and threw grenades. The squad moved on. Someone made a note to the effect that Sergeant Werner should be awarded the Silver Star. In the afternoon the squad ran into a similar German emplacement. Sergeant Werner again tried to attack with grenades. As he was moving up, a piece of shrapnel struck him in the head. He was killed instantly. Someone thrust his rifle upright into the snow and placed his helmet upon it, so that when the litter-bearers came past they would find his body.

—ROBERT WALLACE



VOLUNTEER CARETAKER Lucienne Jardon (*right*), shown with her family, put fresh flowers on the sergeant's grave and wrote letters to his mother.

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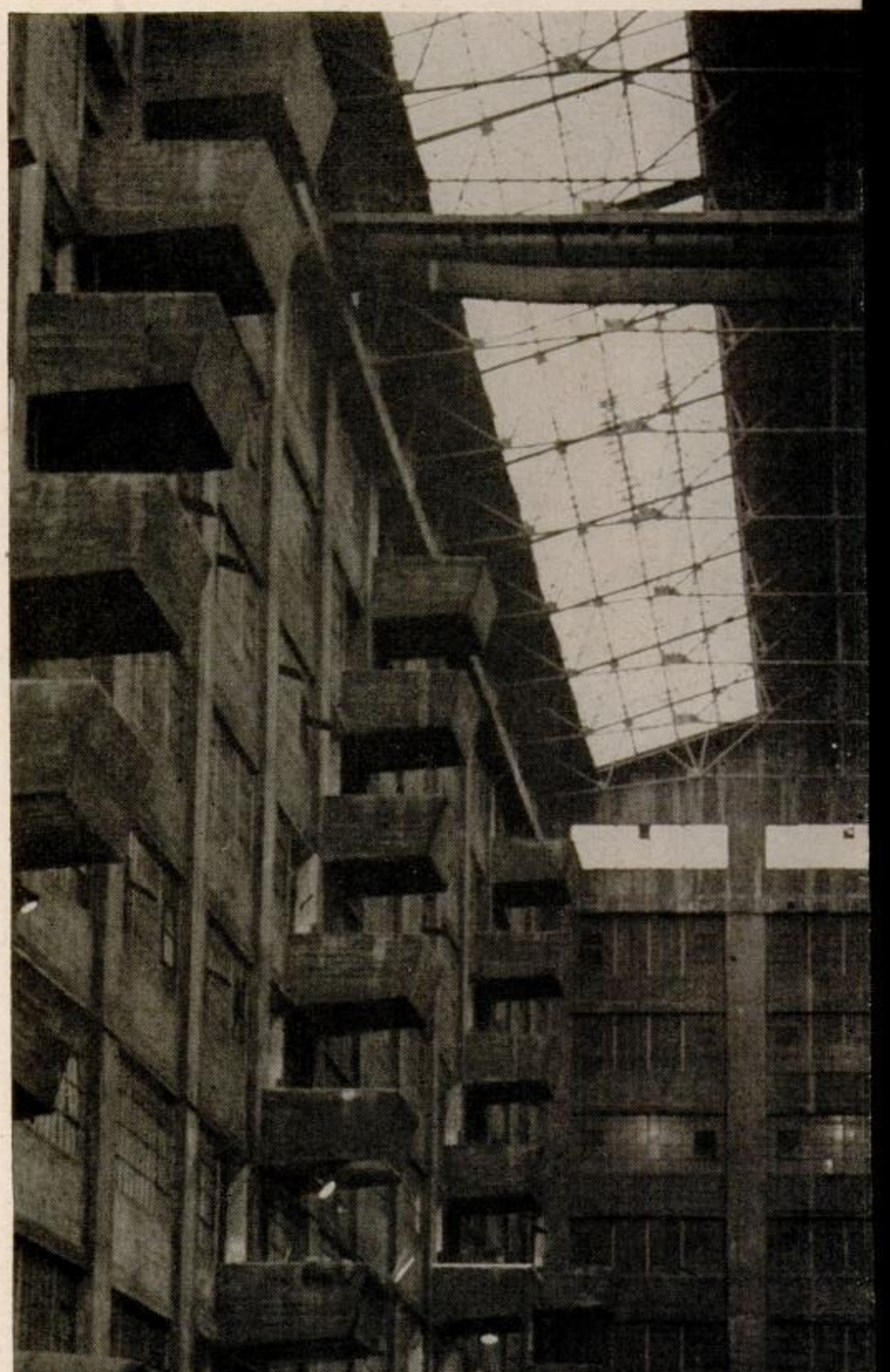
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THIS IS THE SERGEANT'S JOURNEY



IN BELGIUM Sgt. Arnold Werner's grave in Henri Chapelle cemetery is checked by graves-registration officials before disinterment on Sept. 16, 1947. Two weeks later his body was aboard the Army transport *Joseph V. Connolly* (*below, left*) homeward bound with 5,600 other war dead.





IN BROOKLYN on Oct. 29, after stevedores had gently thrust the sergeant's coffin into a funeral train at the Army port of embarkation, an honor guard was

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FROM HENRI CHAPELLE TO HEBRON



stationed alongside (*above*). In this train he rode to Chicago with 464 others. He was carried on a passenger list and regular fare was paid for his passage.



IN CHICAGO the sergeant spent his last hours as part of a military group in an Army depot. Then his coffin was covered with a flag (*above*) and he was placed aboard another train. At Fairbury, Neb. (*below*) he was transferred from a westbound streamliner to a local at 2 a.m. on Nov. 3.



HOME after a 5,800-mile journey, the sergeant finally enters Hebron (*below*) early in the morning on board a slow-moving steam train. His family and friends wait for him outside the boxcar railroad station, which has been in use since the regular station burned down two months ago.



CONTINUED ON NEXT PAGE



THE BURIAL FLAG is presented to the sergeant's mother at the end of the ceremony. Seated with her in the front row of the tent by the grave are (*left to right*) the sergeant's sister Luella, his brother Marvin and his father.



THIS HEADSTONE MARKS THE SERGEANT'S GRAVE

THE SERGEANT IS HOME FOR A FINAL FAREWELL

On the morning of the funeral after a cloudy sunrise, rain began to fall. In Hebron, Wayne Megrue, the undertaker, expressed regret. But Martin Werner, who had just finished sowing 60 acres of winter wheat in the dry earth, saw no reason why the sergeant might have wanted the rain to hold off.

At noon the sun came out. At 2 the funeral procession left town and wound across the countryside to the church. In the cemetery, next to the sergeant's boyhood school, the Reverend A. H. Mette conducted the Missouri Lutheran burial service. Sixteen American Legionnaires fired three volleys into the northeast, a strong wind driving the gun smoke across the prairie. After the service the flag was removed from Sergeant Werner's casket. The military escort, Sgt. Leonard Sorge, presented the flag to Mrs. Werner. Then he said, "God bless you."



PAST FIELDS OF DRY CORN the funeral procession winds slowly across the prairie from Hebron toward the family churchyard. Many cars were driven by neighboring farmers who stopped their work for the service and then hurried away to plant wheat or harvest their corn before the first snowfall hits south-central Nebraska.

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SERGEANT WERNER GOES TO REST AT LAST
BESIDE HIS CHURCH AND BOYHOOD SCHOOL

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EDITORIAL

THE MOLOTOV PLAN

IT IS A BETTER MEASURE THAN THE MARSHALL PLAN FOR THE FULL SIZE OF OUR PROBLEM

On the morning after Pearl Harbor, the American people did not awake resolving to fight only a $20 billion war, come what might. The Congress now reconvening at President Truman's tardy call had better not do that either. It is right and proper to scrutinize the details and costs of the program which, under the name of the Marshall Plan, the Administration is presenting. But in this concern for means, let us not lose sight of the end the plan is designed to serve, of the global policy of which it is a part or of the danger America now confronts.

This danger may be called the Molotov Plan. It has also been called chaos, the collapse of civilization and the Communization of the Eurasian continent. These are vague, scary terms, so vague that many an American does not quite believe in their semantic reality. This skepticism is quite misplaced. The words mean something.

Outside the Western Hemisphere, there are few places in the world today where the orderly continuity of society can be taken for granted. Standards of life and hope in America are so different from those in Europe and in Asia that the disparity simply cannot endure. If the U.S. does not manage to raise these standards abroad, the main characteristics of civilization as we have known it up to now are due for a rude change. The U.S. would not like this change, nor be at home in it.

But Molotov would. Indeed it is his plan. There is our danger.

Progress of the Cold War

We need not fear, apparently, that Congress will fail to vote money for the relief of Europe. Governor Dewey's statesmanlike speech last week, together with the unremitting efforts of Senator Vandenberg, has removed practically all doubt that a program for Europe will have bipartisan support. The Krug report, the Nourse report, and the Harriman summation are also useful reminders that the U.S. has the resources to accomplish almost any external economic job it really sets its mind to, though not without a palpable strain on its internal system. The mounting public concern (well expressed by Dewey) for the neglected needs of Asia may also smoke out enough of the State Department's other plans to give the people a fuller sense of the task ahead. So far, so good.

But dollars, or even their equivalent in exports, cannot be the only measure of victory in this struggle any more than they can be the measure in a shooting war. For this is war we are engaged in, call it cold, lukewarm or what you please. The Communist masters of Russia have launched one of the most drastic political, moral and economic wars of all history. Only by defeating them decisively on these fronts have we a chance of stopping the eruption of a shooting war.

The Marshall Plan itself has already had one rather startling result in Europe. There it has replanted the seeds of hope, putting Russia on the defensive for the first time since the diplomatic war began. In France and Italy the anticommunists have gained voting strength. In England and Norway municipal elections show a conservative trend. In general the new tone of European thought is such that Walter Lippmann was misled into concluding that "the Russians have lost the cold war"—as though the war were a kind of popularity poll. Far from it! Everything in their history, ideology and current propaganda indicates that the Communists have just begun to fight. And although they are on the defensive in Western Europe, their policy in Eastern Europe has redoubled what Joseph Alsop calls "the creeping terror." In Bulgaria they hanged the democrat Petkov. Mikolajczyk flees his native Poland. The Romanian democrat Maniu is tried for "plotting" with Anglo-Americans. The Serb Yovanovitch is sentenced to nine years' hard labor for, among other things, telling a London reporter that "a handful of Communists rule Yugoslavia with brutal terror." In Hungary the local Communists are instructed to tighten their control of the government. The heat is on the friends of freedom everywhere behind the Iron Curtain, while in front of it Communists continue to incite all the political disruption they can. In truculent Tito's capital the new Cominform is set up to coordinate the screeches about "dollar imperialism" and, in the downright words of Andrei Zhdanov, to *defeat* the Marshall Plan.

Two Bites of Europe

But the Molotov Plan is not merely negative. It also has its positive economic side. This is to divide Europe in two, and so swallow it—first one half, then the other.

This division of Europe is breaking all the historic trade lifelines between Europe's East and West. This has the effect of making Eastern Europe dependent on Russia and reducing Western Europe to even greater misery and hopelessness. When this process has gone far enough, Western Europe will accept out of its own despair the Communization of all Europe. Such is the positive aim of the Molotov Plan in a nutshell. His tactics will twist and vary, but if we keep his grand strategy in mind we will more easily put together the pieces of the biggest news story of the day.

The first part of this program—the splitting of Europe—is often blamed on the U.S. We may therefore well review how it came about. The purpose of the Marshall offer was to restore economic hope to Europe; but it was not George Marshall's idea that half of Europe should have this hope and half not. His offer was open to all; indeed it still is. It was Molotov who reacted to the offer by leaving the first Paris Conference after five days and forbidding his Eastern satellites to share its benefits. The Iron Curtain then began to sink remorselessly through the channels of East-West trade.

Thus it was really Molotov who decided to split Europe. In doing so he has taken on a very big job. Some idea of how big can be grasped from this one figure: more than 60% of the total prewar imports of Russia's satellites came from Western Europe, the Marshall Plan area. About 15% came from Russia. Most of these Eastern countries are, like Russia, chiefly agricultural. They require simple manufactures, textiles, shoes and consumer goods of all kinds. Despite the boasts of Soviet progress in Molotov's speech last week, these are precisely the things Russia needs herself.

The Russians may be their brother Slavs, but these captive Europeans have little economic affinity for Russia and no political or moral affinity for Communism. Traditionally they have been a part of the Western World. Not only the Roman but also the Protestant churches have been strong there. Western ideas about education, government and dress have been implanted. Pictures of W. J. Bryan, Woodrow Wilson and F.D.R. hang on Balkan peasant hut walls. All this leaven is working, and will continue to work, on our side.

But Molotov has an ally in our camp too, or so he thinks. He bets that the U.S. cannot or will not sustain prolonged and confusing economic war. He bets we will abandon the struggle. He also bets—indeed, this is a cardinal point of his Marxist faith—that after we have abandoned it, and curtailed our exports, we will fall into a depression, thus losing our remaining effectiveness as a world rival to Communist power.

Let's Stay In

So if the U.S. is to defeat the Molotov Plan our effort must be predicated on more than emergency relief, more than a certain number of dollars, more even than one Marshall Plan. It must be predicated on a resolve to banish fear from the hearts, and to quicken the hands, of all our friends. If we are to see this war through, we must take responsibility for nothing less than the restoration of economic hope and self-respect to all of Europe, East and West; indeed to all the world.

Western Europe is of course the place to start. And if we succeed there, we will find that one success leads to another. If Western Europe, including our half of Germany, gets back into the production of exportable manufactures, this will itself generate pressure on the other side of the Iron Curtain for the resumption of the old trade channels. The people in Eastern Europe belong in our world, and they know it. What they ask is that we recognize it too, and give them a chance to come out and be free.

The Episcopal House of Bishops, meeting in Winston-Salem last week, was the latest church group to endorse the Marshall Plan, coupling its endorsement with a warning against "hysterical fears" of Communism. With any warning against hysteria there can be no disagreement. But let us also beware of the complacent feeling that coolness alone is enough to defeat the Molotov Plan, or that the Marshall Plan, whatever its dimensions, is the measure of our problem. We are in a fight. We had better be prepared for any necessities until we can see its end.

PICTURE OF THE WEEK: ➔

The unrehearsed football stratagem shown on the opposite page took place Nov. 2 in San Francisco. Joe Mocha (No. 42), a University of San Francisco halfback, dashed around the Santa Clara University end for a 6-yard gain. But his blockers never succeeded in pushing Terry Hennessey, the Santa Clara right end, completely out of the play. Hennessey finally managed to get one finger in Mocha's mouth. Mocha gagged and chewed but went down. A "mouth tackle" is perfectly legal but it is not likely to become popular.

HALFBACK JOE MOCHA OF SAN FRANCISCO U.
PUTS THE BITE ON A SANTA CLARA TACKLER



THE FOREMOST FIFTY

Nation's top businessmen assemble for a banquet and hear Dewey make frankest speech of the year

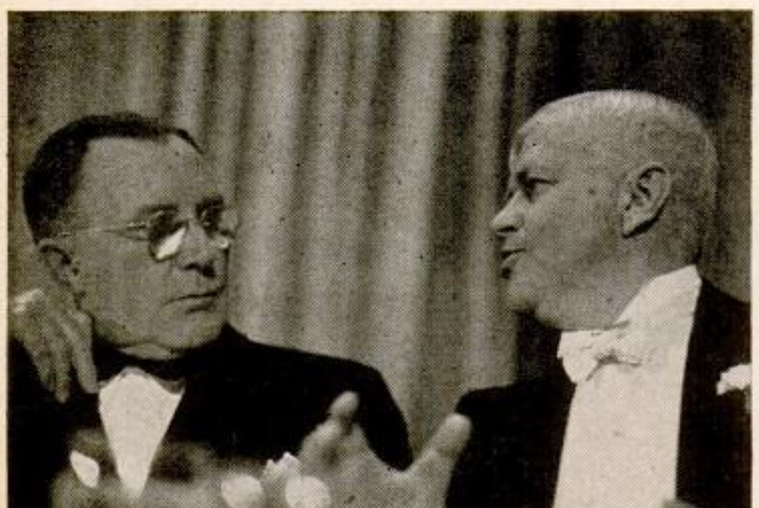
Thirty years ago Magazine Publisher B. C. Forbes polled the U.S. and selected "Fifty Foremost Business Leaders." On his list Forbes turned up such flinty and powerful individuals as Andrew Carnegie, Elbert H. Gary and John D. Rockefeller. This year Forbes again polled the nation to determine the "Fifty." He found a new generation of successful businessmen cast in a different mold. Unlike the leaders of 30 years ago the successful man of 1947, Forbes discovered, was born in a city, took his first job only after finishing college and works for a salary (about $150,000 a year) as president or chairman of the board of a company that is owned by someone else.

On Nov. 5 Forbes invited his new Fifty to a banquet at the Waldorf-



FRONT ROW

WINTHROP W. ALDRICH, *Chase National Bank*
STANLEY C. ALLYN, *National Cash Register*
JOHN D. BIGGERS, *Libbey-Owens-Ford Glass Co.*
LEWIS H. BROWN, *Johns-Manville Corp.*
WALTER S. CARPENTER JR., *E. I. duPont deNemours*
MARTIN W. CLEMENT, *Pennsylvania Railroad*
JOHN L. COLLYER, *B. F. Goodrich Company*
C. DONALD DALLAS, *Revere Copper & Brass, Inc.*
RICHARD R. DEUPREE, *Procter & Gamble Company*
BENJAMIN F. FAIRLESS, *United States Steel Corp.*
B. C. FORBES, *Forbes Magazine*
THOMAS E. DEWEY, *Governor of New York*
MALCOLM S. FORBES, *Forbes Magazine*
THOMAS E. WILSON, *Wilson & Co., Inc.*
BRUCE C. FORBES, *Forbes Magazine*
HARVEY S. FIRESTONE JR., *Firestone Tire & Rubber*
HENRY FORD II, *Ford Motor Company*
CLARENCE FRANCIS, *General Foods Corp.*
WALTER S. GIFFORD, *American Telephone & Telegraph*
BERNARD F. GIMBEL, *Gimbel Brothers*
SAMUEL GOLDWYN, *Samuel Goldwyn Productions*
EUGENE G. GRACE, *Bethlehem Steel Corp.*
PAUL G. HOFFMAN, *The Studebaker Corporation*



TWO WILSONS are unrelated. Charles Edward Wilson (*left*) is the president of General Electric. Charles Erwin Wilson (*right*) is the president of General Motors.



TWO MARTINS are Thomas W. (*left*), president of the Alabama Power Co., and Glenn L. (no kin), president of the Glenn L. Martin plane-manufacturing company.



TWO LINCOLNS are not related to each other or to Abraham Lincoln. James F. (*left*) heads the Lincoln Electric Company. Leroy A. is president of Metropolitan Life.

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Astoria Hotel in New York City. As guest of honor Forbes invited Thomas E. Wilson (*bottom right*), who is 79 years old and the only living member of the list of 30 years ago. For the speaker of the evening Forbes invited New York's governor, Thomas E. Dewey.

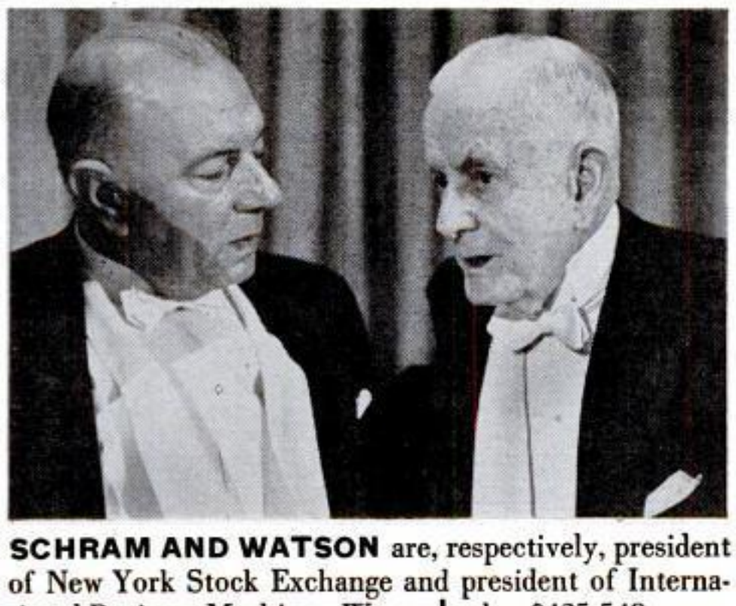
Governor Dewey spoke with a frankness that has been absent from most of his public utterances this year. Reporters, in fact, interpreted his speech as a tacit announcement that he was a candidate for the Republican presidential nomination in 1948. Dewey started off by addressing his audience as "Fellow victims of the New Deal," ignoring such members of the assemblage as Henry J. Kaiser. He ended with words of praise for U.S. "bipartisan foreign policy, which I had the honor to inaugurate" and for the first time gave a qualified endorsement of the Marshall Plan to aid Europe.

Not all of Forbes's Fifty could attend. For reasons of health or business, the following had sent regrets: Donald W. Douglas, Douglas Aircraft Co. Inc.; Willard H. Dow, Dow Chemical Co.; L. M. Giannini, Bank of America; Eugene Holman, Standard Oil Company (New Jersey); Henry R. Luce, Time Inc.; Charles Luckman, Lever Brothers Company; Charles E. Merrill, Merrill Lynch, Pierce, Fenner & Beane; Fowler McCormick, International Harvester Co.; Edgar Monsanto Queeny, Monsanto Chemical Company; David Sarnoff, Radio Corporation of America; General Robert E. Wood, Sears, Roebuck and Co.

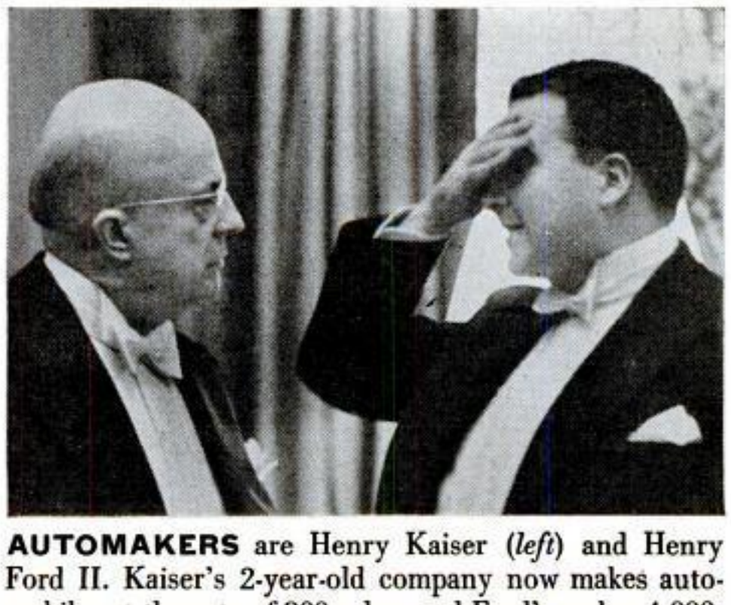


BACK ROW

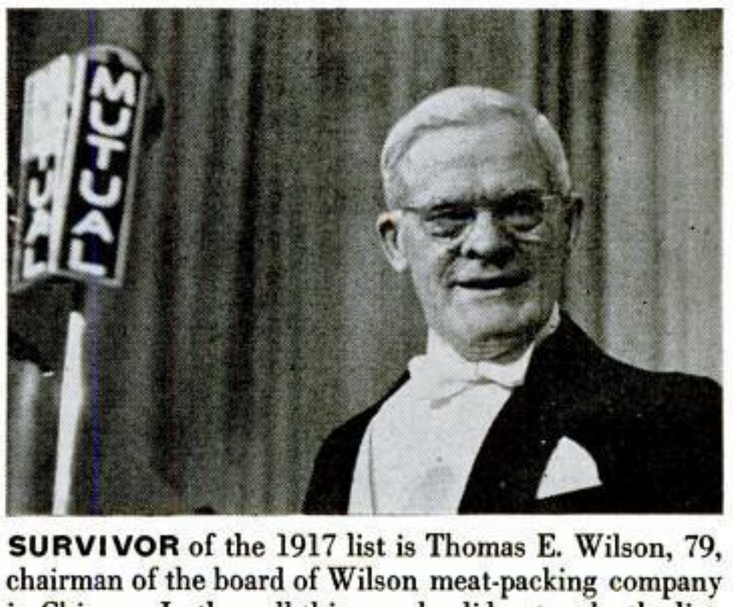
CHARLES R. HOOK, *American Rolling Mill Co.*
ERIC JOHNSTON, *Motion Picture Association of America, Inc.*
W. ALTON JONES, *Cities Service Company*
HENRY J. KAISER, *Kaiser-Frazer Corporation*
K. T. KELLER, *Chrysler Corporation*
JAMES F. LINCOLN, *Lincoln Electric Co.*
LEROY A. LINCOLN, *Metropolitan Life*
THOMAS W. MARTIN, *Alabama Power Company*
GLENN L. MARTIN, *Glenn L. Martin Company*
RICHARD K. MELLON, *T. Mellon & Sons*
ERNEST E. NORRIS, *Southern Railway System*
JAMES H. RAND, *Remington-Rand*
GORDON S. RENTSCHLER, *National City Bank*
EDWARD V. RICKENBACKER, *Eastern Air Lines*
NELSON A. ROCKEFELLER, *Rockefeller Center, Inc.*
EMIL SCHRAM, *New York Stock Exchange*
THOMAS J. WATSON, *International Business Machines*
CHARLES E. WILSON, *General Electric*
CHARLES E. WILSON, *General Motors*
ROBERT W. WOODRUFF, *Coca-Cola*
ROBERT R. YOUNG, *Chesapeake & Ohio Railway*



SCHRAM AND WATSON are, respectively, president of New York Stock Exchange and president of International Business Machines. Watson makes $425,548 a year.



AUTOMAKERS are Henry Kaiser (*left*) and Henry Ford II. Kaiser's 2-year-old company now makes automobiles at the rate of 800 a day, and Ford's makes 4,000.



SURVIVOR of the 1917 list is Thomas E. Wilson, 79, chairman of the board of Wilson meat-packing company in Chicago. In the poll this year he did not make the list.

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VIRILE GOVERNOR demonstrates his prowess in the mansion yard day before wedding. He asked photographer to feel his muscles and observed, "Why, I can even stand on my head," and promptly proved it. Then the governor noticed his fiancée's sweater and commented, "If I could look that good in a sweater, maybe I better put one on."

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State of South Carolina
OFFICE OF THE GOVERNOR
Columbia

J. STROM THURMOND
GOVERNOR

WM. LOWNDES DANIEL, JR.
EXECUTIVE SECRETARY

September 13, 1947

Miss Jean Crouch
1604 Senate Street
Columbia, South Carolina

My darling Jean:

You have proved to be a most efficient and capable secretary, and the high caliber of your work has impressed me very much. It is with a deep sense of regret that I will have to inform you that your services will be discontinued as of the last day of this month.

I have been giving a great deal of thought to your new assignment and have concluded that you can serve humanity best, perform duties that will be more worthwhile to the State, and most especially make the Governor happier, in the new duties which I desire you to undertake.

Your qualities have been appreciated by all of us here in the office, and I know that you will be greatly missed; however, I must confess that I love you dearly and want you for my own. I didn't realize that a girl could attach herself so to a man and could entwine herself around his heart strings as you have done. It seems to have been no special effort heretofore to fight off love, but in your case, I have made a complete failure in the attempt and frankly admit that your charms have won me--heart and soul.

Loving you as much as I do, I do not believe that I can live happily without you or accomplish for the State and our people as much as I hope to, without you. Possibly I am not worthy of such a beautiful and charming young woman, possessed of so many fine qualities, but I love you and I want you. I am inclined to feel, if you agree, that we should get married before too long. Please think this matter over carefully and make no hasty decision. I know I shall always love you and hope that I shall deserve and merit your love in return.

As soon as you have made up your mind, I should thank you to please give me a decision, and do not wait too long because my heart yearns for you, and I want you to be my wife without too much delay.

Anticipating an early reply and hope that it shall be forthcoming as quickly as possible, as upon your answer will depend my future happiness.

Again assuring you of my deep love and expressing the hope that the time is not too distant when we can be joined together as one and live happily forever.

Yours in love,

J. Strom Thurmond
Governor



A PROPOSAL OF MARRIAGE TO HIS SECRETARY (LEFT) WAS MADE WHEN THURMOND DICTATED IT TO HER (RIGHT). SHE ACCEPTED IN A RETURN LETTER THAT NIGHT

A GOVERNOR WINS SECRETARY'S HAND

His dictated proposal is accepted

Last Sept. 13 Governor J. Strom Thurmond of South Carolina pressed a button and asked his secretary to come in and take a letter. What he dictated to her was a proposal of marriage (*above*). She prolonged the suspense until after work and then accepted in a note written with a pen on blue note paper. Last week in the governor's mansion at Columbia, Thurmond and ex-Secretary Jean Crouch became husband and wife (*next page*).

The 44-year-old governor met his bride at a political meeting six years ago when she was 15. At the time he remarked to her that she had pretty eyes. They saw each other again last November when Jean was a senior at Winthrop College. Last April the governor, acting as a judge in a beauty contest, selected her as "Miss South Carolina." In June, after Jean's graduation from college, Thurmond brought her to the governor's mansion and installed her as his secretary and an office romance speedily blossomed. South Carolina's first lady is taking to her new job well. She has already given her ex-boss his first order: no more judging of beauty contests.



BRIDE is carefully dressed for wedding. Aiding are her landlady, sister and modiste.



SERVANTS prepare for wedding. All are convicts. One at left is doing 15 years for manslaughter, man with white cap 40 years for assault. The rest are serving life.



BRIDEGROOM is dressed by his valet, a trusty who is allowed to sleep on grounds.

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AT THE THRESHOLD of governor's mansion ten minutes after the wedding the bridegroom jauntily lifts his bride into the air. After the ceremony and party they left for a honeymoon reportedly in Cuba. Their (license No. 1) car was preceded and followed by two state-police cars with sirens going full blast.



THE RING of platinum and diamonds is placed on the bride's finger by the bridegroom. Behind them at the left of the bridegroom is Robert Crouch, brother of the bride. He lit the candles.



THE KISS is administered by the bridegroom after Baptist Minister G. M. Rogers performed ceremony. Commented the bride with unexpected *sang froid*, "Take your time. I like this part."



THE CAKE is fed to bridegroom by bride during reception. Usually the bridegroom confines himself to whole-wheat bread and drinks no more harmful liquids than water and goat's milk.

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From the heart of sun-ripened tomatoes

...COMES AMERICA'S FAVORITE SOUP!

Brimming with flavor and vitamins, too—such are the luscious sun-ripened tomatoes specially grown from special seed for Campbell's Tomato Soup. An exclusive recipe then takes these fine tomatoes, adds golden table butter and a whisper of seasoning. Result? The soup most folks like best! Add milk instead of water for an extra-delicious and extra-nourishing cream of tomato. Your grocer now has plenty of this favorite soup on his shelves —ready and waiting for your enjoyment.

Campbell's TOMATO SOUP

LOOK FOR THE RED-AND-WHITE LABEL

Copyrighted Material

CAKE

Amazing! Spry's EASY One-Bowl Method

Try this luscious Chocolate Layer Cake

2 cups sifted cake flour
1⅓ cups sugar
2½ teaspoons baking powder (tartrate powder, 4 teaspoons)
1 teaspoon salt
½ cup Spry
1 cup less 2 tablespoons milk
1½ teaspoons vanilla
2 eggs, unbeaten

Sift flour, sugar, baking powder, salt into mixing bowl. You need only one bowl Spry's new way. Drop in Spry (no creaming needed). Add ⅔ of milk, then vanilla; beat 200 strokes (2 minutes by hand or on mixer at low speed). Scrape bowl and spoon or beater. Add eggs and remaining milk; beat 200 strokes (2 minutes on mixer). Did you ever mix a cake so fast and easy? That's Spry's Cake-Improver secret.

Bake in two deep 8-inch Spry-coated layer pans in moderately hot oven (375°F.) 25-35 minutes. Take lovely light layers from the oven, higher, finer-textured—simply delicious! Cool; spread with your favorite chocolate frosting. Serve—then enjoy the compliments you'll get from every side. Thank Spry with Cake-Improver for your grand success!

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It's Here!

THE FAMOUS TEST KITCHENS OF
LEVER BROTHERS COMPANY BRING YOU

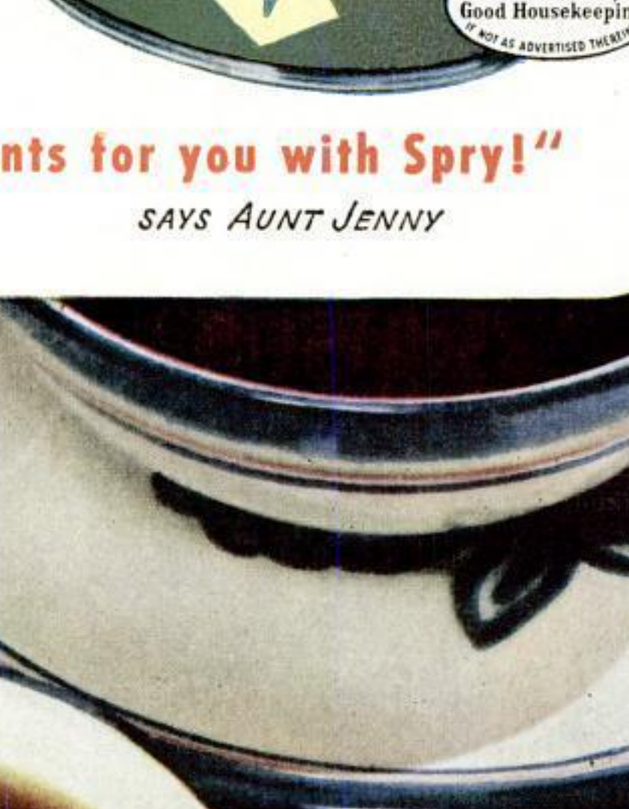
Spry
with Cake-Improver

How you'll love baking cakes with Spry! Its special Cake-Improver gives you a success secret you don't get in any other type of shortening . . .

You'll gloat over the shouts of praise from your admiring family! And with Spry's One-Bowl Method it's so *easy* to get the lighter, finer-grained, more delicious cakes you've always longed to bake!

You can be an all 'round Better Cook with pure, creamy, all-vegetable Spry! Make Spry your one-and-only shortening for ALL your cooking. Ask your grocer for Spry today.

ANOTHER FINE PRODUCT OF LEVER BROTHERS COMPANY



"WHAT GRAND CAKES! BOY, AM I THRILLED WITH CAKE-IMPROVER SPRY!"



"ME, TOO! I MIX A CAKE IN ⅔ LESS TIME!"

"New cake triumphs, more compliments for you with Spry!"

SAYS AUNT JENNY

Copyrighted material

In November, thanks to Birds Eye...



Peaches that taste like August!

Don't just sit there—*try 'em!* Honest . . .

You never *tasted* peaches as golden-sweet and juicy as Birds Eye Peaches—even when you snitched 'em from the neighbor's tree, way back when!

You see, Birds Eye selects only superlative peaches, picks them at their luscious richest and quick-freezes in their orchard-sunny flavor *within 4 hours!*

Birds Eye Peaches come peeled, sliced, sweetened, waste-free, *super-heavenly.*



Peas that taste like June!

There's everything-wonderful about Birds Eye Peas—

—wonderful sweetness, wonderful tenderness, wonderful *just-picked* flavor!

Know why? . . . Because Birds Eye Peas are harvested when they're dewy-young. Carefully graded, so every pea you get is *perfect.*

And quick-freezing by Birds Eye guards their goodness right to your table!

Plenty of Birds Eye Peaches and Peas at your dealer's right now!



Your best buy is Birds Eye! No waste, work, mess! Keep an eye peeled for Birds Eye Bargain Buys.

And raise cain if anyone tells you other quick-frozen foods are the "same as" Birds Eye. There is *only one Birds Eye*—quality with money-back guarantee!



Products of General Foods

Copyrighted Material

LEAVING A BROAD WAKE IN THE SUN-FLECKED SURFACE OF LONG BEACH HARBOR, THE WORLD'S BIGGEST PLANE TAXIES MAJESTICALLY JUST BEFORE ITS FLIGHT

HUGHES TAKES OFF

The controversial flying boat gets into air on its first try

The monstrous airplane above, big enough to carry 500 to 700 people, was dreamed up as one of the great white hopes of 1942, when it looked as if German submarines might keep the U.S. from getting many soldiers to Europe by ship. Since then it has become something of a white elephant. A Congressional committee last week reopened a hearing in which it is trying to find out: 1) who decided, and why, that the government should give Movie-Maker and Plane-Manufacturer Howard Hughes the money to embark on the $25 million experiment; and 2) why did the plane, which was supposed to be an emergency project, take so long to build? Until last week the committee also wanted to know if the plane could ever be expected to fly. But on Nov. 2 the plane was finally taxied slowly over the water of California's Long Beach harbor (*above*). Hughes, at the controls, said it handled so well he decided to try a take-off and the big plane took the air for the first time (*p. 54*).

CONTINUED ON NEXT PAGE

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IT HAPPENS IN **TWO SECONDS**

Within two seconds after starting, the lightning-fast Cheetah can run at the amazing speed of 70 m.p.h.

Test shows how fast Bayer Aspirin disintegrates in your stomach!

And as this glass-of-water test proves, within two seconds after you take Bayer Aspirin, it's ready to go to work, to bring

FAST PAIN RELIEF

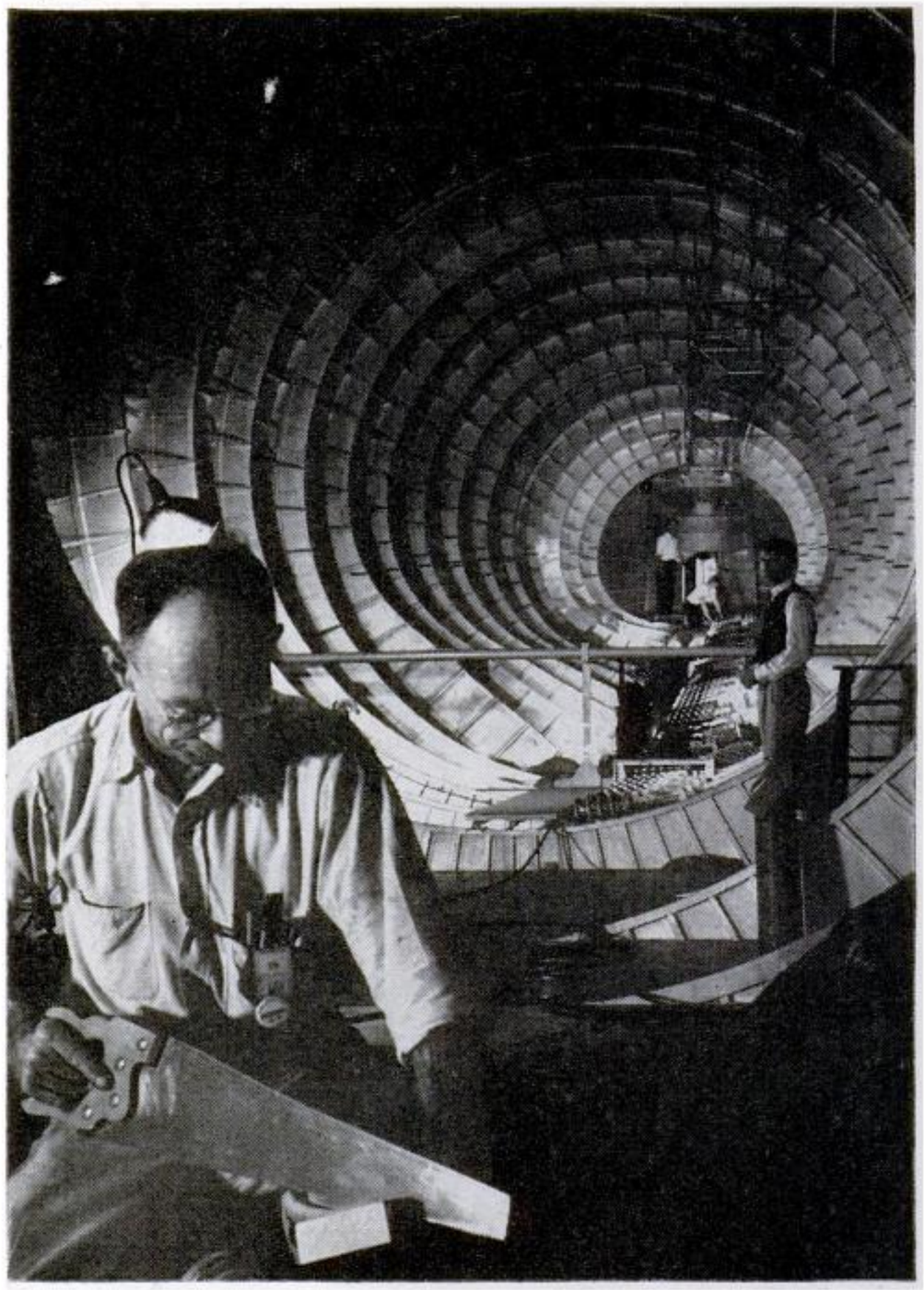
Bayer Aspirin's amazing speed—the result of **three manufacturing steps instead of only one**—is mighty important when you have an ordinary headache, neuritic or neuralgic pain. For when you're suffering, you want really *fast* relief. And Bayer Aspirin gives you the fast relief you want because it's actually ready to go to work in *two seconds.*

In addition, Bayer Aspirin's single active ingredient is so remarkably effective **doctors regularly prescribe it for pain relief** . . . is so wonderfully gentle to the system **mothers give it even to small children** on their doctors' advice.

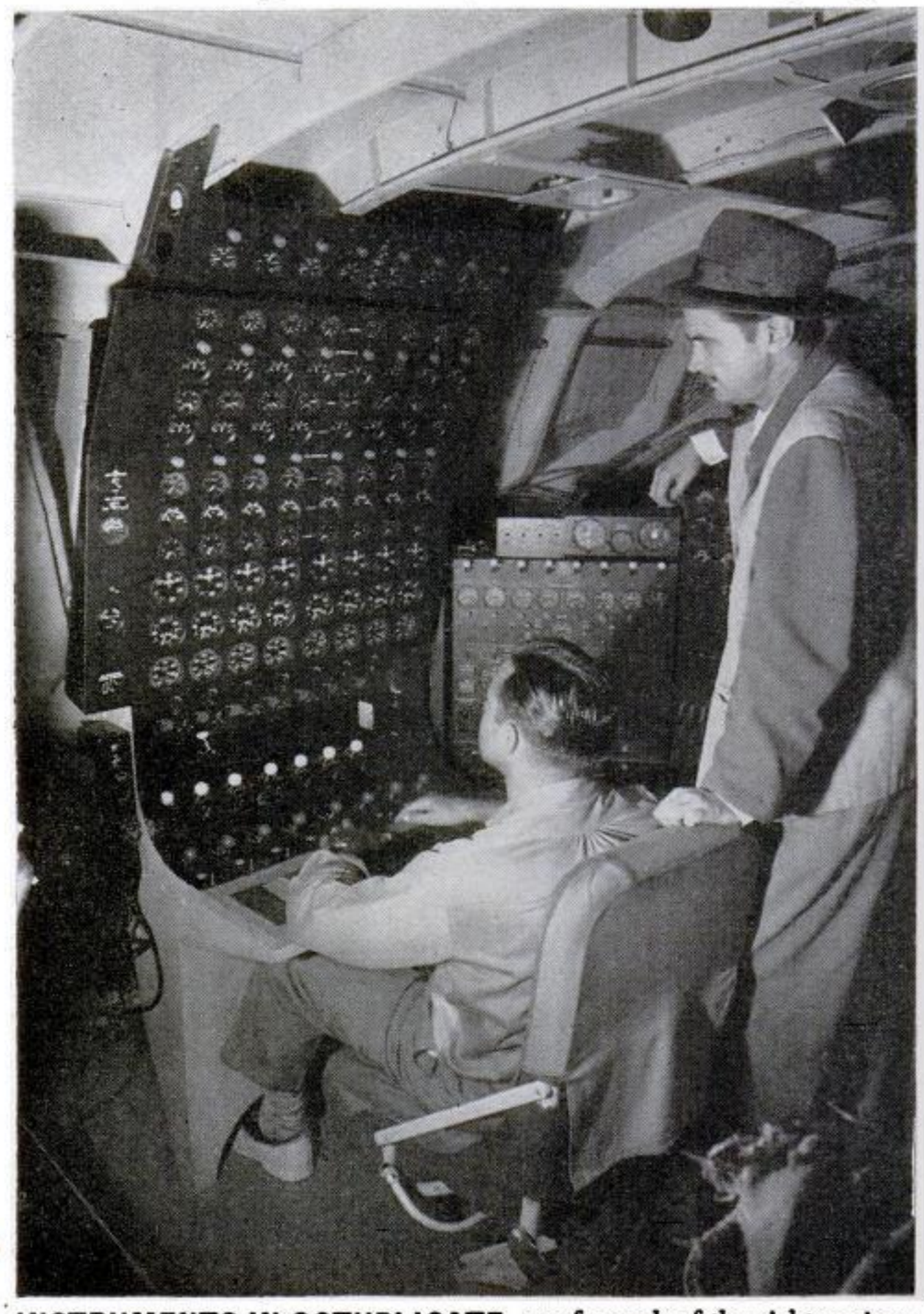
So when you buy—ask for *Bayer* Aspirin. **No other pain reliever can match its record of reliability** . . . its record of use by millions of normal people—without ill effect. Remember—*Bayer* Aspirin is one thing you can take with *confidence.*

Always ask for genuine **BAYER ASPIRIN**

Flying Boat CONTINUED



FINISHING TOUCHES are put on plywood plane two days before the run. Workmen are in rear part of main deck, which holds most of the passengers.



INSTRUMENTS IN OCTUPLICATE, one for each of the eight engines, are examined by Hughes over engineer's shoulder during check-ups before test.

CONTINUED ON PAGE 54

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There's more than dollars in your pay envelope!



1. The first thing you do when you open your pay envelope is to count the "results" of your good work. But even when you've counted the last dollar—there's still something left—something you can't see or feel—yet something mighty important to you and your job.



2. For instance, how about the fellow who dreamed up the product or the service which your job helps to produce? If it hadn't been for him your job might not even exist. So it's only fair to figure that *his* work—along with yours—helps fill every pay envelope you get.



3. Then, of course, there are the folks who risk their savings to buy the "tools" for your job—and that means not only modern machinery but also the buildings, the materials—*everything* your firm needs to do business. Your pay envelope simply wouldn't exist without *them!*



4. Next comes the boss—and that includes all the managers, from the big boss on down. If they didn't have what it takes, the business would soon fold up. Then you'd be out of a job. So it's plain that "good management" plays a very *big* part in filling your pay envelope.



5. And let's not forget the chap who pounds the pavements to *sell* the goods or the service you help to produce. His work—like yours and that of *all* your fellow workers—helps make the firm a profitable business—which is the only kind of business that can provide steady jobs.



6. And—speaking of profits—you know, of course, that a big share of the profits earned by industry goes right back into business—to pay for the research and expansion that mean more production, more and better jobs, lower prices and greater security for everyone.

NATIONAL ASSOCIATION OF MANUFACTURERS

For a Better Tomorrow for Everybody

Write for your free copy of "Who Profits from Profits?" Address: NAM, 14 West 49th St., New York 20, N.Y.

Most Americans say they think 10 to 15 cents out of each dollar of sales would be a fair profit for business to make. As a matter of fact, industry averages less than half that much!

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PROVED!



Smoother, More Comfortable Shaves for 3 Men out of every 4

BEARDS EASIER TO CUT—*Said* 79%
LESS RAZOR PULL—*Said* 75%
CLOSER SHAVES —*Said* 69%
SMOOTHER FEELING SKIN— *Said* 82%



Only Palmolive Brushless Shave Cream Offers You This Proof!

THE PROOF! 1297 men tested the new, different Palmolive Brushless Shave Cream Way, and—*no matter how they shaved before*—3 out of 4 reported more comfortable, actually smoother shaves!

Here's All You Do:

1. Wash face with soap and water. Rinse!

2. Soap face again. Do not rinse!

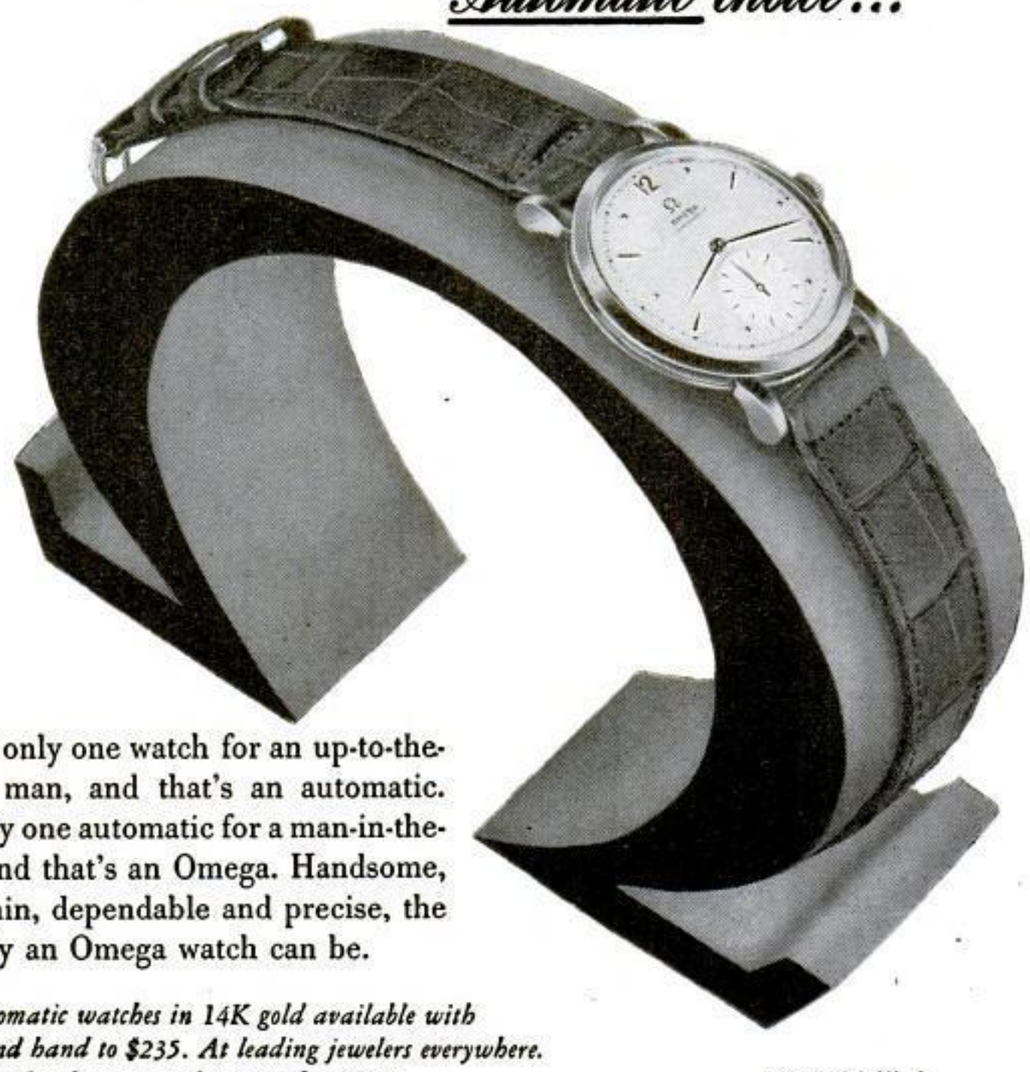
3. Apply Palmolive Brushless Shave Cream immediately, smoothing it upward into beard. *This way, you get the full benefit of Palmolive Brushless Shave Cream's beard-conditioning effect!* Then, shave —and discover the smoothest, most comfortable shaves you've ever had!



Get a Giant Tube or Big 9-oz. Jar Today!

your

Automatic choice...



There's only one watch for an up-to-the-minute man, and that's an automatic. And only one automatic for a man-in-the-know, and that's an Omega. Handsome, wafer-thin, dependable and precise, the way only an Omega watch can be.

Other automatic watches in 14K gold available with sweep second hand to $235. At leading jewelers everywhere. Omega watches for men and women from $60.

14K gold-filled Omega Automatic, $71.50. Fed. tax included.

OMEGA

FIFTH AVENUE, NEW YORK

OFFICIAL EXCLUSIVE TIMEPIECE FOR THE '48 OLYMPICS



FLIGHT-DECK SEATS, put in for military observers expected to go along on test, go unused. Nobody showed up for the occasion but a CAA observer.



IN THE AIR the plane moves along gracefully just above the water's surface. Hughes kept the big flying boat at an altitude of about 70 feet for a mile.



HUGHES CRITIC, Senator Brewster, examines pictures of flight. He said, "Nothing would be more gratifying than to have the plane a complete success."

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Copyright, The American Tobacco Company

"Next stop—the tobacco auction," painted by Ernest Fiene

FINE TOBACCO
is what counts in a cigarette

"At all the markets I've ever attended, I've seen the makers of Lucky Strike buy fine tobacco."
—T. R. Oglesby, 17 years an independent tobacco auctioneer.

"With my own eyes, season after season, I've seen the makers of Lucky Strike buy good, ripe, prime leaf."
—Carl Hartfield, 29 years an independent tobacco buyer.

"For years now, I've seen the makers of Lucky Strike buy fine tobacco, the kind of leaf a tobacco man really goes for."
—E. L. Isaacs, 22 years an independent tobacco warehouseman.



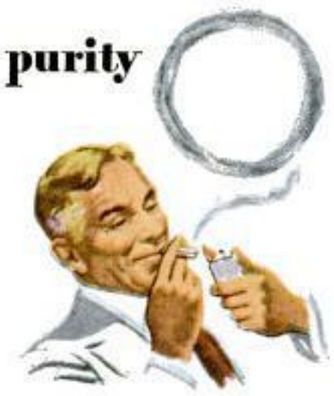
and Lucky Strike means FINE TOBACCO!

So Round, So Firm, So Fully Packed—So Free and Easy on the Draw

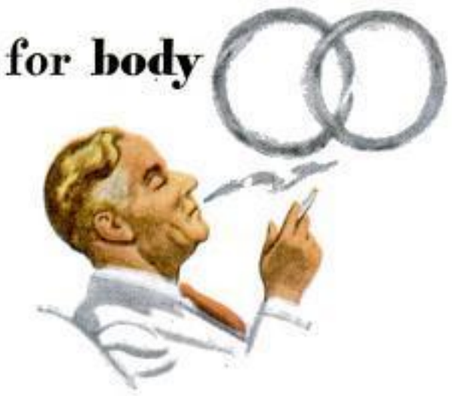
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Three rings wherever you go...

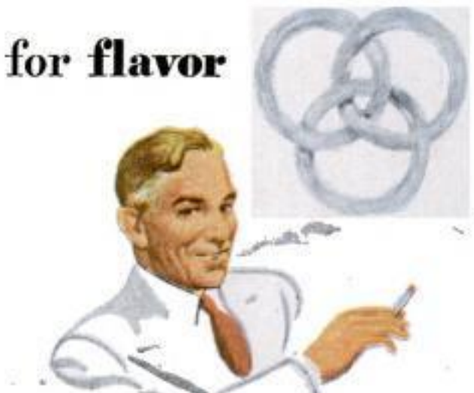
one ring for **purity**



a second for **body**



a third for **flavor**





Next time try

BALLANTINE ALE

America's largest selling Ale

P. Ballantine & Sons, Newark, N. J.

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IN NEW YORK DEPARTMENT STORE TWO EUROPEAN WAR ORPHANS SIT BENEATH THEIR NEW WARDROBES, EMBRACE TWO NEW FRIENDS NAMED CELESTE AND GOPPY

ORPHANS CLOTHED

They get gifts from friends here and help for their friends abroad

Irene Guttman and Charles Karo are 8-year-old orthodox Jews orphaned during World War II. Both of Irene's parents were exterminated in a concentration camp. Charles' father was killed and his mother died of starvation. But unlike most of the 40,000 Jewish war orphans in Europe today, Irene and Charles are being well cared for by an organization of 45 Jewish women in the U.S. who call themselves Busy Buddies, Inc. The Busy Buddies raise money in the U.S. to support 100 children of Jewish faith in two French orphanages.

Last month, to raise more money for their work abroad, the Busy Buddies brought Irene and Charles to the U.S. For the children the trip became a wonderful round of eating, shopping and sightseeing (*pp. 58–60*). For the Busy Buddies the trip turned out to be helpful publicity. The sight of Irene and Charles at daily luncheons and parties has already touched so many hearts that donations to Busy Buddies, Inc. have jumped 30%.

CONTINUED ON NEXT PAGE

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Freeze-ups are No Fun!...

Get Mobil Freezone



See Your Mobilgas dealer!



Mobil Freezone is long-lasting, *double-acting*. It not only guards your radiator against freeze-ups—but helps prevent rust, corrosion. Why risk trouble—have Mobil Freezone put in now.

Winterproof Entire Cooling System!



Ask your Mobilgas dealer to flush out rust and scale with Mobil Radiator Flush—plug minor radiator leaks with Mobil Stop-Leak—check fan belt, radiator hose, all connections. See him today.



At the Sign of Friendly Service!

Mobil Radiator Care

Mobilgas
SOCONY-VACUUM

SOCONY-VACUUM OIL CO., INC., and Affiliates: MAGNOLIA PETROLEUM CO., GENERAL PETROLEUM CORP.



WAITING TO CHANGE to new clothes, Irene and Charles fidget outside booths. Old clothes from Europe were best that could be found at orphanage.



NEW TROUSERS are donned by Charles. He chose this pair carefully.



OLD DRESS is quickly doffed and left in heap when Irene sees new dress.

CONTINUED ON PAGE 60

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Margarine—of Course!

Modern U. S. pronunciation—*Mar'jar-in*

GOOD, GOOD, GOOD!



If you were a member of this bridge foursome, would you know the answers to these questions?

What's margarine made of, anyway?

High-quality refined food oils (principally cottonseed and soybean oil) blended with milk and salt, uniformly fortified with natural Vitamin A.

What about its flavor?

The sweet, fresh flavor of modern margarine is a combination of taste and aroma produced naturally by culturing pasteurized skim milk and blending it with highly refined food oils and salt.

What about the children?

They love it. And margarine is a highly concentrated source of food energy, easily and completely digested. It is a reliable supplier of Vitamin A every month of the year.

How much can I save?

Count the nickels and dimes you save on each delicious pound. They add up to many dollars per year. Margarine's low price says, "Spread it freely," and its fine flavor says, "Spread it gladly."

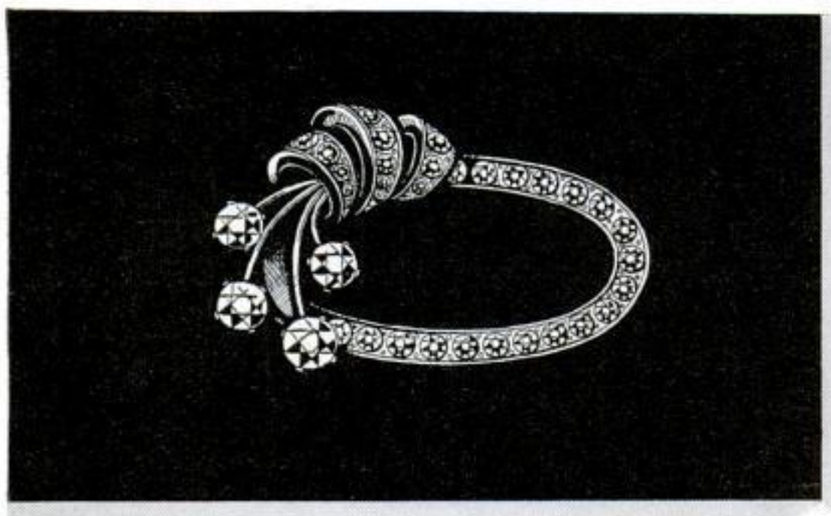
This Seal means that all nutritional statements made in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association.

ACCEPTED COUNCIL ON FOODS AND NUTRITION AMERICAN MEDICAL ASSOCIATION

NATIONAL ASSOCIATION OF MARGARINE MANUFACTURERS

Munsey Building, Washington 4, D. C.

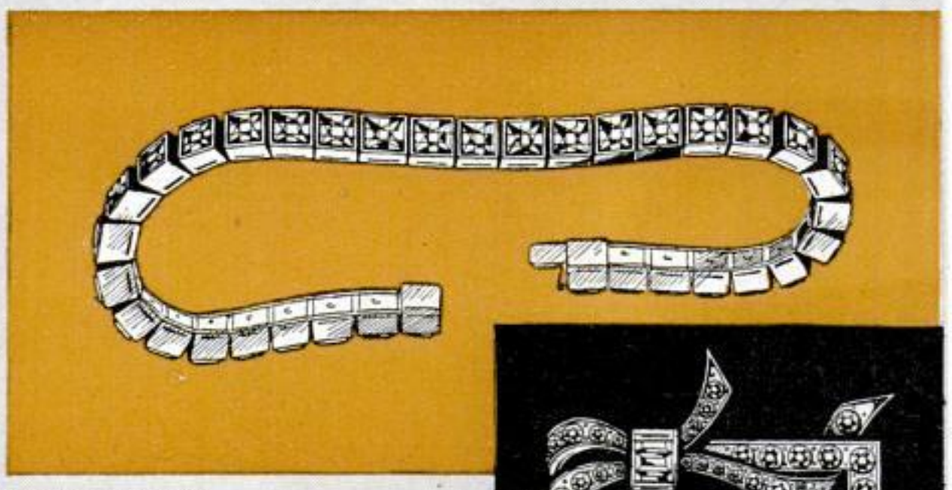
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BOUQUET PIN $15

the plight before Christmas?

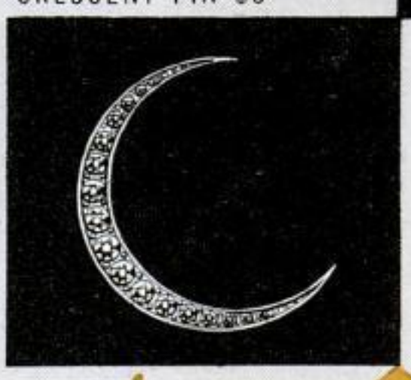
Nothing to it. Check off the distaff side of your list with *Jubilee!* Bright-burning jewels, copied frankly from authentic pieces, each smoldering rhinestone hand-set in Sterling silver. Be bright before Christmas . . . give Dorsons' *Jubilee!*



BRACELET $12



CRESCENT PIN $6



SQUARE PIN $16.50

Jubilee! At leading Jewelry Stores.
Also in gem-colored stones.
Prices approximate and plus tax.

Jubilee!

BY dorsons

DORSONS JEWELRY CO., INC., 119 WEST 24TH STREET, NEW YORK 11, N. Y.



BIG MEALS were important events even on the second day of visit. White-bread sandwiches and orange juice caused greatest gastronomic excitement.



SIGHTSEEING in new clothes ended second day. Charles began counting floors of skyscraper but stopped when Irene said she could not wait all night.

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"RIGHT YOU ARE . .



JEANNE CRAIN
starring in
"THE FLAMING AGE"
A 20th Century-Fox Production

BEAUTIFULLY *completely* RIGHT!"

JEANNE CRAIN

Maybe you won't start with your own private pool—but one Hollywood luxury you can have right from the start. It's 1881 ROGERS—"Silver Service of the Stars"—beautifully, *completely* right!

More for your "silver" dollar . . . with 1881 ROGERS! More of the *right* things. More teaspoons, for instance—more of everything you'll need when it's time to entertain in style. Just compare the number of pieces your dollar buys with any silverware of this quality!

Your jeweler knows quality. He'll show you the Contour Knife with its swift flowing sweep of blade into handle. On spoons and forks, he'll point out the *extra* overlay of pure silver that protects where protection's needed most. Then *feel* the perfect balance in your hand. Only fine craftsmanship could blend such strength into sleek, slender lines.

Complete services start at $34.75. See your jeweler . . . see these services that give you More For Your SILVER Dollar.

You *can* start your service, if you choose, with 5-piece Place Settings (Knife, Fork, Teaspoon, Salad Fork, Soup Spoon) at $4.50 . . . and add as you go along.



1881 ROGERS* silverplate by ONEIDA LTD. silversmiths

* Trade-mark

Copyright 1947 Oneida Ltd.

70 Pieces . . . THE COMPLETE SERVICE for EIGHT

16 Teaspoons, 8 Knives, 8 Forks, 8 Soup Spoons, 8 Salad Forks, 8 Butter Spreaders, 8 Iced Drink Spoons, 2 Tablespoons, Cold Meat Fork, Gravy Ladle, Butter Knife, Sugar Spoon.

The CABINET Chest is included $59.75
(No Federal Tax)



SET THE DIAL OF YOUR *Laundromat* AND TUNE OUT WASHDAY WORK!

"Put 'em in . . . set the dial . . . take 'em out" . . . that's all *you* do to wash clothes. Your hands never touch the water! The Laundromat automatically washes, rinses and damp-dries. Not only your weekly wash, but curtains, chenille bedspreads, foundation garments, yes, even pillows! It has an exclusive, patented washing action that gets clothes superbly clean, *gently*. It needs no bolting to the floor. No wonder so many women want a Laundromat! Even though we are building them at the fastest rate in our history, you may not get *immediate* delivery. But see the Laundromat and the many other electric appliances at your Westinghouse retailer's. They're well worth waiting for.

Every house needs Westinghouse

Maker of 30 MILLION Electric Home Appliances

WESTINGHOUSE ELECTRIC CORPORATION • PLANTS IN 25 CITIES • OFFICES EVERYWHERE • APPLIANCE DIVISION, MANSFIELD, OHIO

Tune in Ted Malone . . . Every Morning, Monday through Friday . . . ABC Network

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IN DRESSING ROOM BEN AGAJANIAN PREPARES TO ENCASE TOELESS RIGHT FOOT IN A $30 KICKING SHOE. IT IS A SAWED-OFF FOOTBALL SHOE WITH A SQUARE TOE

THE PLACE-KICKING SPECIALISTS

No football team today has a well-rounded offensive without a player like toeless Ben Agajanian

In the hands of the professionals football has been transformed into a highly specialized business. This trend is best demonstrated by a young man named Ben Agajanian (*above*), who performs for the Los Angeles Dons. Agajanian is paid $5,000 a year for one of the softest jobs in football. Once someone else has scored a touchdown, Agajanian trots out and kicks the ball between the goal posts for the extra point. He has made 52 points just by the use of his right foot. Agajanian's performance is all the more outstanding in view of the fact that he has only one toe on his right foot. He lost the others in an accident while in college.

Such specialization has been possible for professional football teams because of a rule allowing unlimited substitutions. This year the colleges adopted the same rule and now almost every college has a player who is especially trained to place-kick. At one university a player does the team's place-kicking, then dons a drum major's shako to lead the band between the halves (*p. 68*).

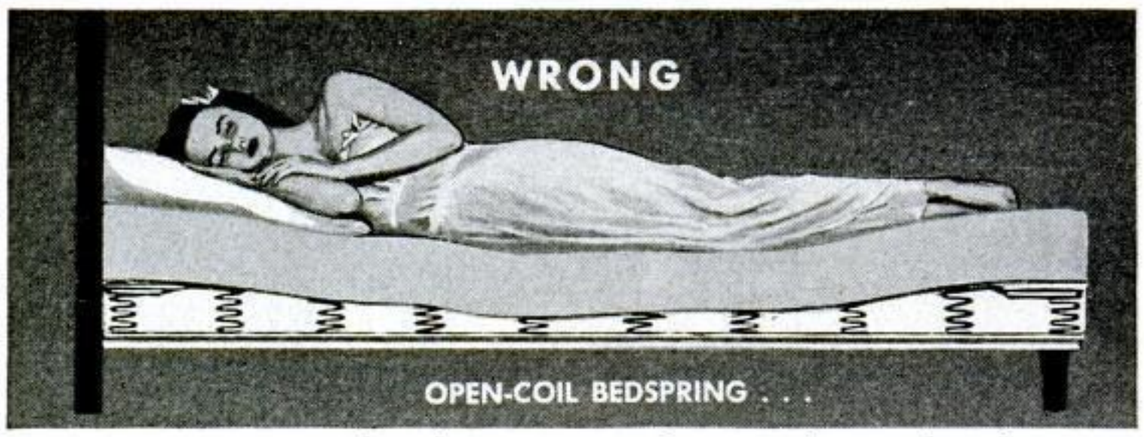
But the three-point field goal, which can be kicked at any time in the game, will regain its old importance only when colleges adopt another professional rule. That is the location of the goal posts on the goal line, where they were in 1913 when Harvard's famous Charley Brickley beat Yale by kicking five field goals. Football's longest drop kick, made by Princeton's J. Triplett Haxall back in 1882, carried 65 yards, eight more than the longest place kick, by Martin Byrnes of St. Lawrence College in 1937. The place kickers still have a chance to catch up, however. Today place kicking is far more practical than drop kicking because the football has changed from the old oval shape to a fat cigar with a bounce that is impossible to predict.

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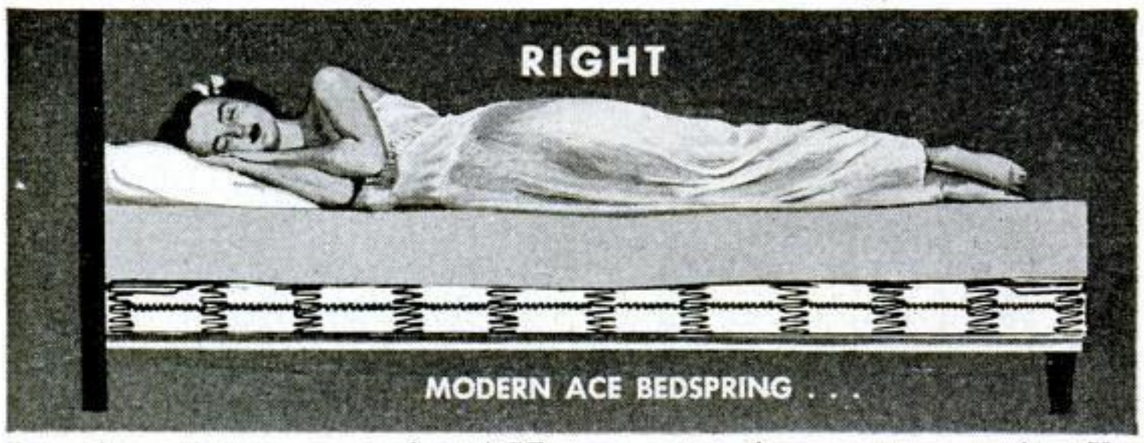
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MAYBE YOU'RE SLEEPING ON THE WRONG KIND OF BEDSPRING!

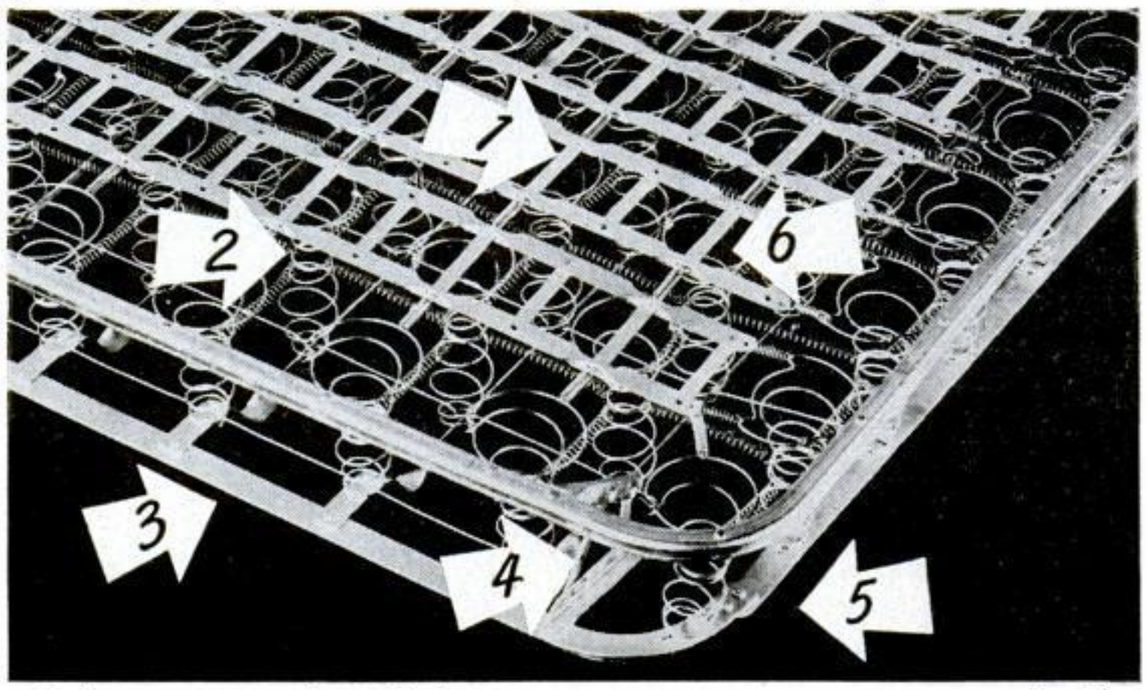
(thousands of people actually are!)



Don't make the mistake of putting your modern inner-spring mattress on an old-fashioned, open-coil bedspring! An open-coil bedspring often lets your mattress *sag down* . . . robs you of comfort, wears out your mattress! What you need is a *modern* ACE Spring*—made only by Simmons. Read why below:



See what a difference a modern ACE Spring makes! Simmons puts a special metal platform over ACE coils. This platform gives your mattress *more support* . . . gives you *more comfort!* You *sleep better* . . . your mattress *lasts longer*—on an ACE! See your dealer, get an ACE Spring today!



Why ACE—made only by Simmons—gives you more comfort!

1. Modern "lattice" platform (instead of old-fashioned open springs) gives *firm support* for any mattress!

2. Each "lattice" row is *flexibly connected* to next row by springs. ACE offers more *independent action* than *rigidly joined* platforms of other bedsprings.

3. Smooth angle frame keeps springs in perfect alignment—no sag!

4. Two corner stabilizers prevent "side sway," maintain mattress balance.

5. Look! Round corners prevent tearing of bed clothes!

6. These 99, deep, double-deck coil springs are designed to give exactly the right resilience for the inner-spring mattress of today—make it seem even more heavenly restful!

ONLY SIMMONS MAKES

ACE SPRING

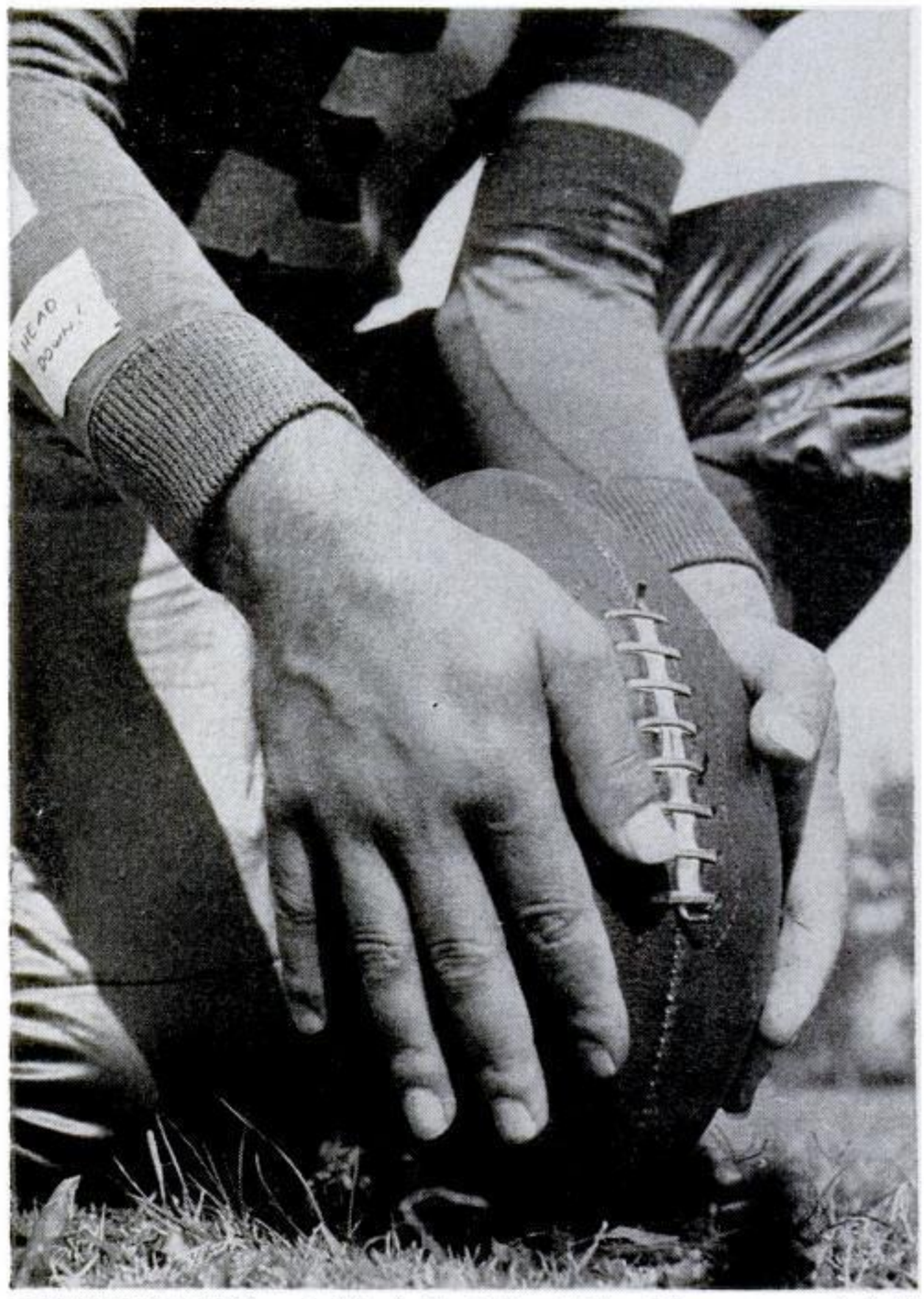
Makers of the famous Beautyrest Mattress, the World's Only Electronic Blanket, Deepsleep Mattress, Hide-A-Bed Sofa, Babybeauty Crib Mattress

*TRADE-MARK REG. U. S. PATENT OFFICE © 1947, SIMMONS CO., MDSE. MART, CHICAGO, ILL.

Place-kicking Specialists CONTINUED



51-YARD FIELD GOAL is kicked by Agajanian (No. 3) against San Francisco 49ers. Earlier he kicked one 53 yards for an All-America Conference record.



SLEEVE PATCHES remind Agajanian to keep his head down, eye on the ball. He tears one of them off, puts it on the ground where he wants football held.

CONTINUED ON PAGE 68

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NEVER a nail enamel like Naylon



No other applicator so easy to use!
No bottle so handy. Won't tip, tilt or topple!
Never an enamel that dries so fast, lasts so long!



Enamel 60¢, Matching Lipstick $1.00* at leading stores.*

Fingertip perfection! A Naylon manicure at your beauty salon.



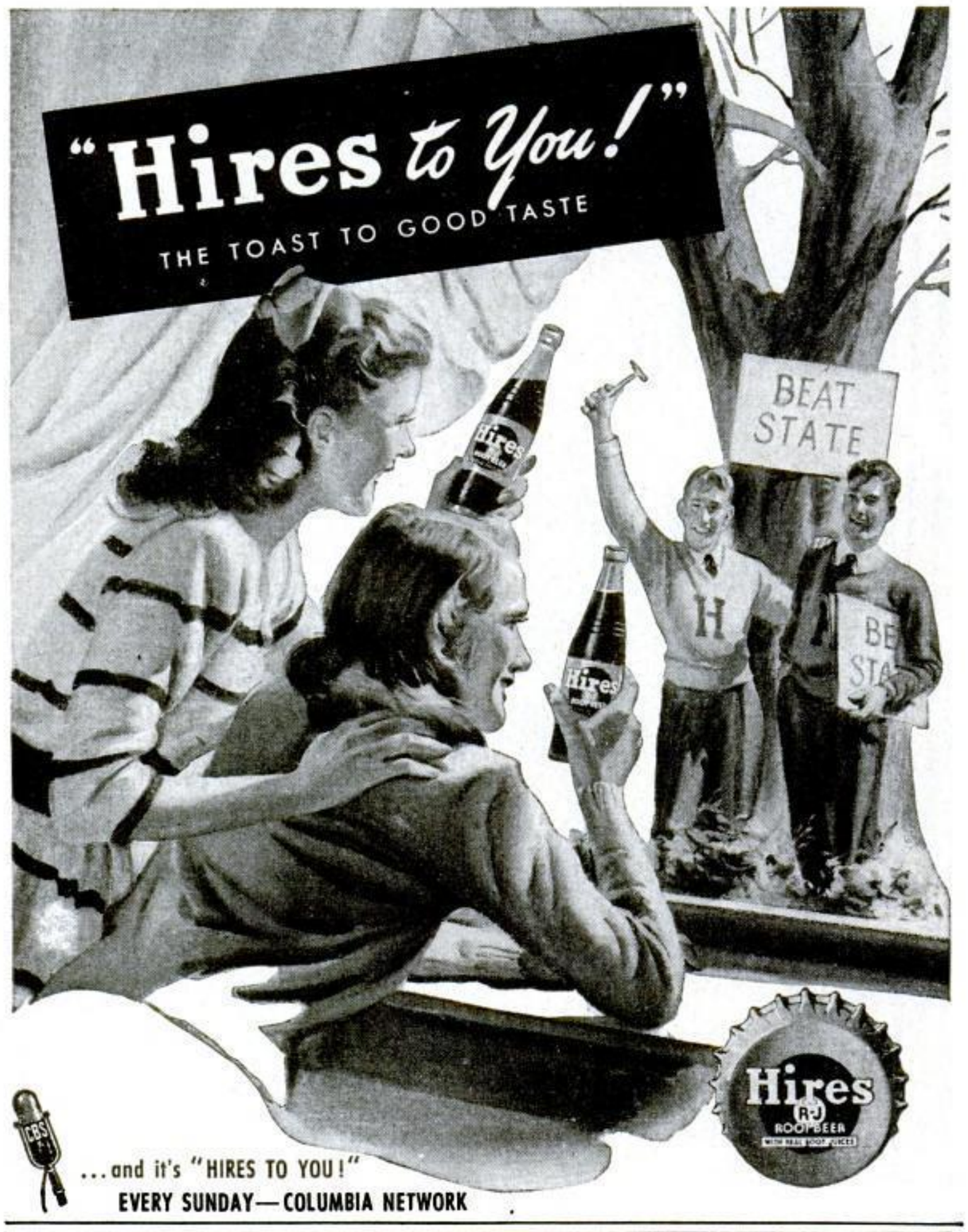
naylon

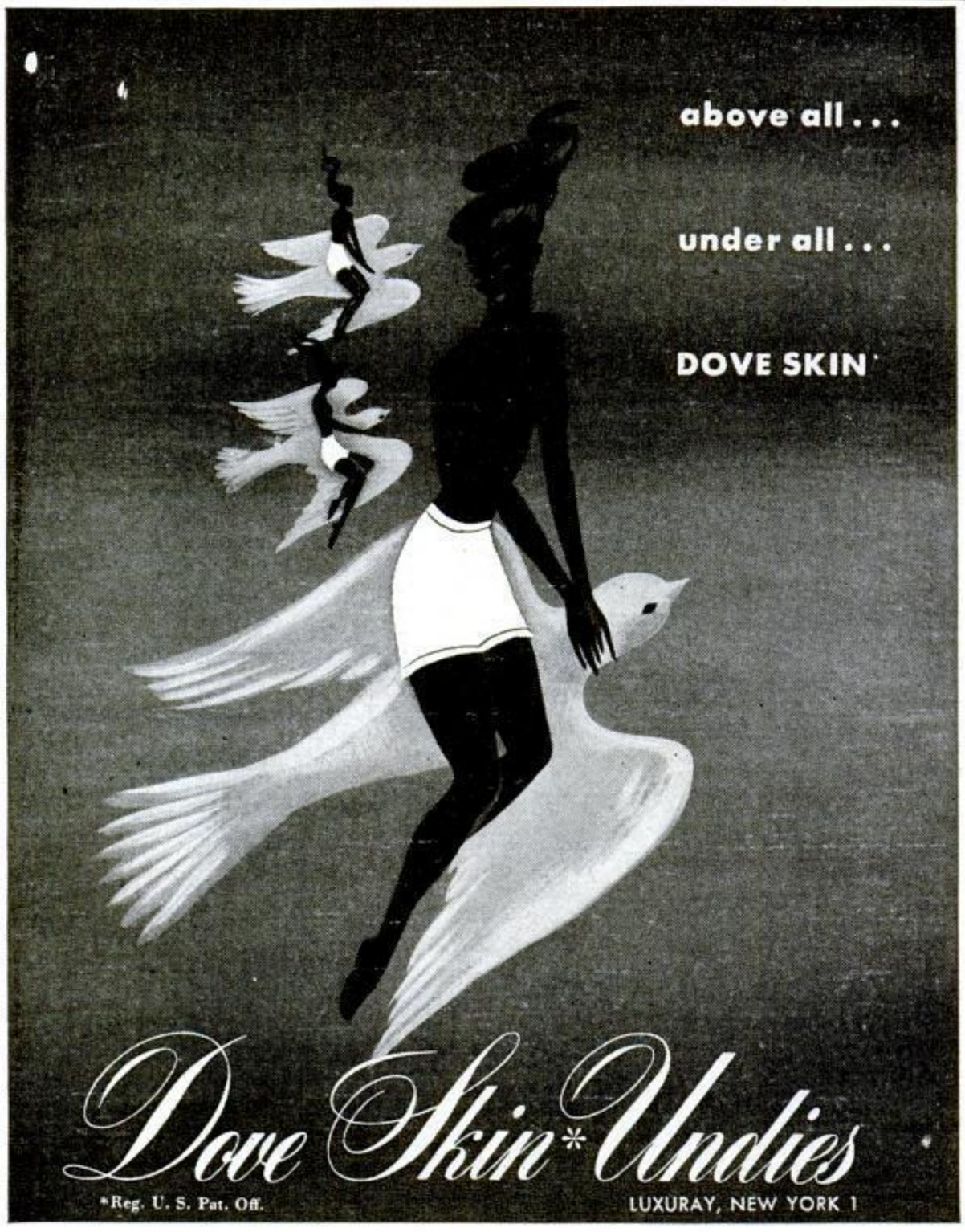
Perfection for lips and fingertips *by La Cross*

*PLUS FED. TAX • SCHNEFEL BROS. CORPORATION, 630 FIFTH AVE., NEW YORK 20, N.Y.

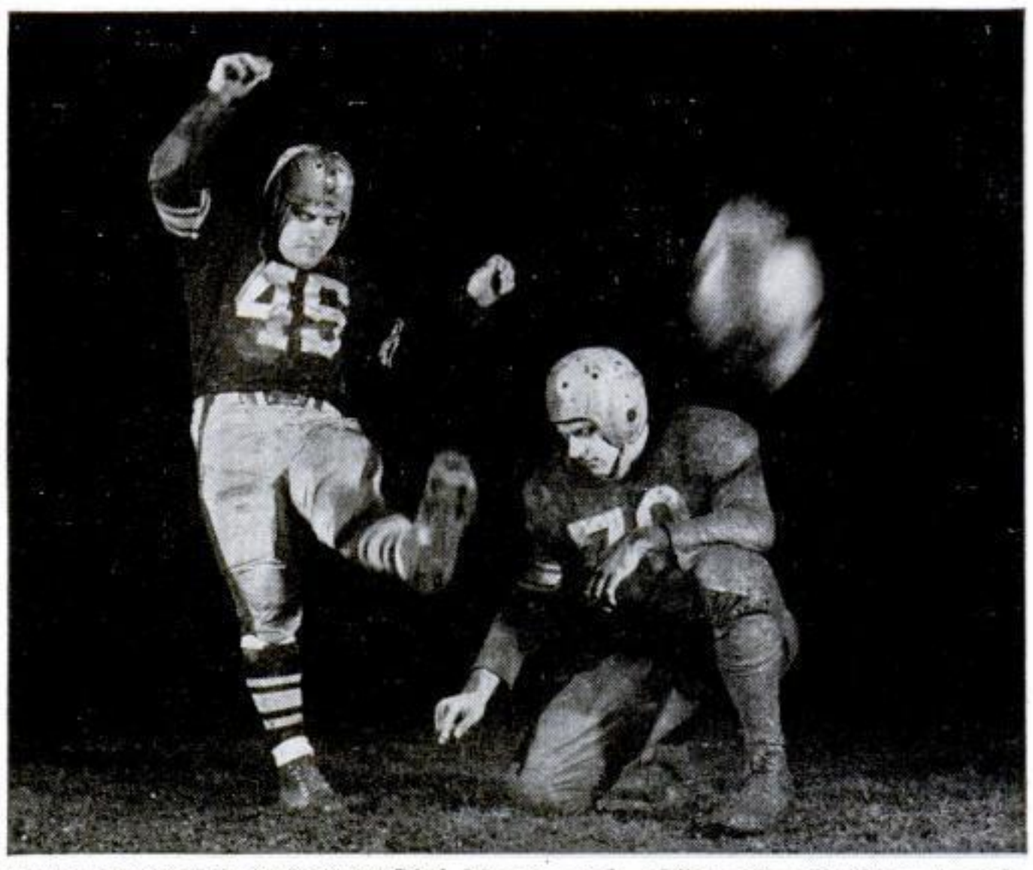
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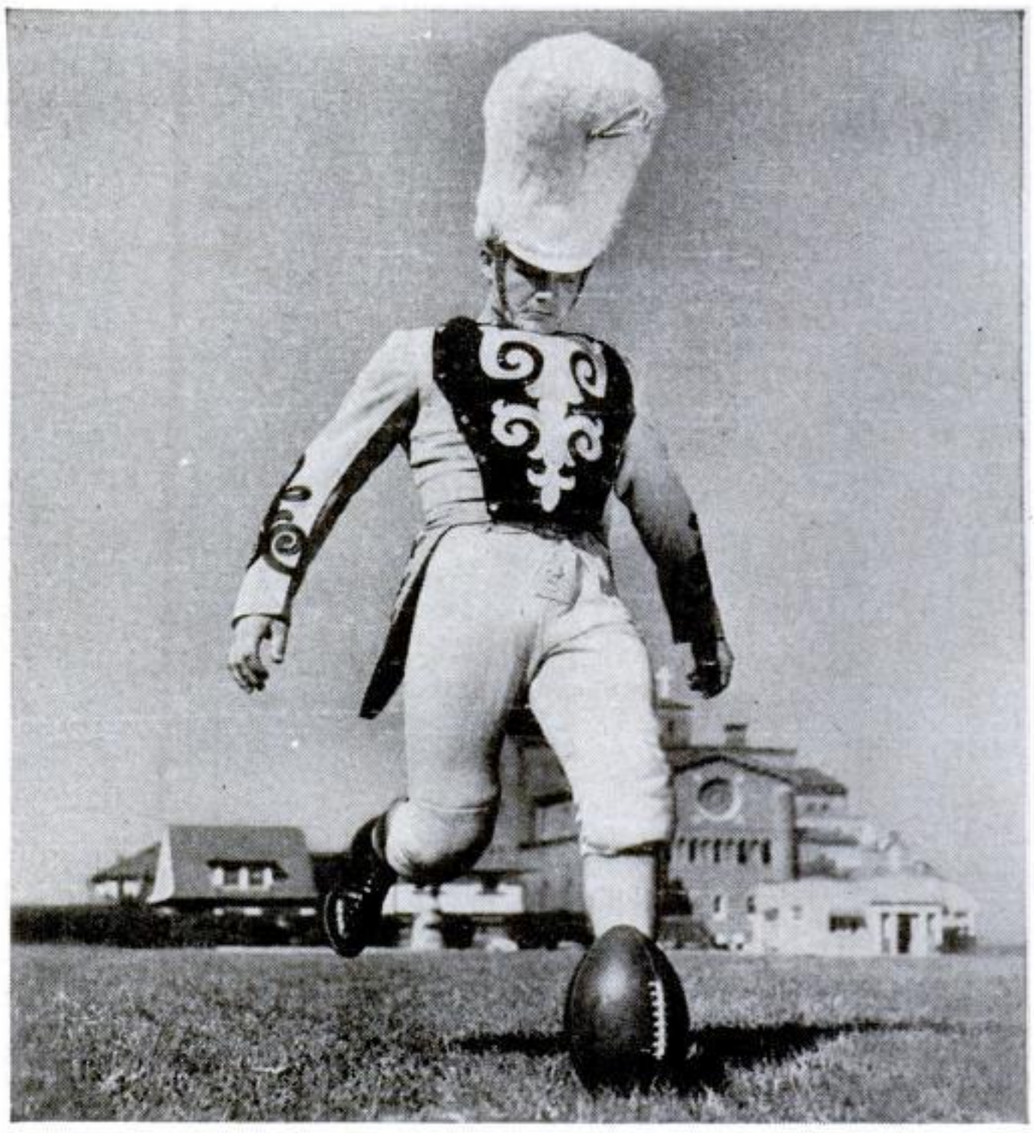
Place-kicking Specialists CONTINUED



LEFT-FOOTED KICKER Phil Martinovich of Brooklyn Dodgers is only one in professional football. He has kicked 17 goals this year with no misses.



WOUNDED VETERAN Everett Dorr of Boston University (*foreground*) waits on sidelines. His left leg is withered, and he limps when he goes out to kick.



DRUM MAJOR Tommy Walker of Southern California is place kicker during game. At half-time he quickly changes into fancy headdress to lead band.

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"New World" Symphony

Flute

Oboe

Clarinet in A

Bass Trombone

Cornet I-II in C

Cornet III-IV in C+C





Finest tone system in RCA Victor history

This symbolizes the "Golden Throat"—3-way Acoustical System exclusive with RCA Victor. This thrilling development is explained technically in an illustrated booklet attached to RCA Victor instruments.



New Worlds of listening pleasure for you

The "CRESTWOOD," with RCA Victor FM, newly designed record changer and the famous tone of the "*Golden Throat*"!

Like all great entertainers, the Crestwood has an air of distinction, authority—that quality of musical tone called *presence*. Its *balanced* "Golden Throat" tone is the heritage of RCA's 27 years of radio and electronic research combined with Victor's 48-year musical leadership.

There's new beauty in design, new convenience in operation. In *one*, roll-out unit is your complete radio chassis *and* your record changer! It glides out, then in at a touch—plays open or closed.

For radio, you have RCA Victor FM, Frequency Modulation at its finest—clear, static-free. Standard and short-wave broadcast bands also. For records, you have a faster, newly designed automatic changer and RCA Victor's exclusive jewel-point pickup, the "Silent Sapphire." So light it fairly *floats* on your records. No needles to change, no annoying needle chatter. Records sound better, last longer.

This finest of the world-famous Victrola radio-phonographs comes in a choice of styles, in rich mahogany (above) or walnut veneers (right) or in modern blond. Plays on AC. See, hear the Crestwood (Model 612V3)—it's at your RCA Victor dealer's now.

"Victrola" T. M. Reg. U. S. Pat. Off.



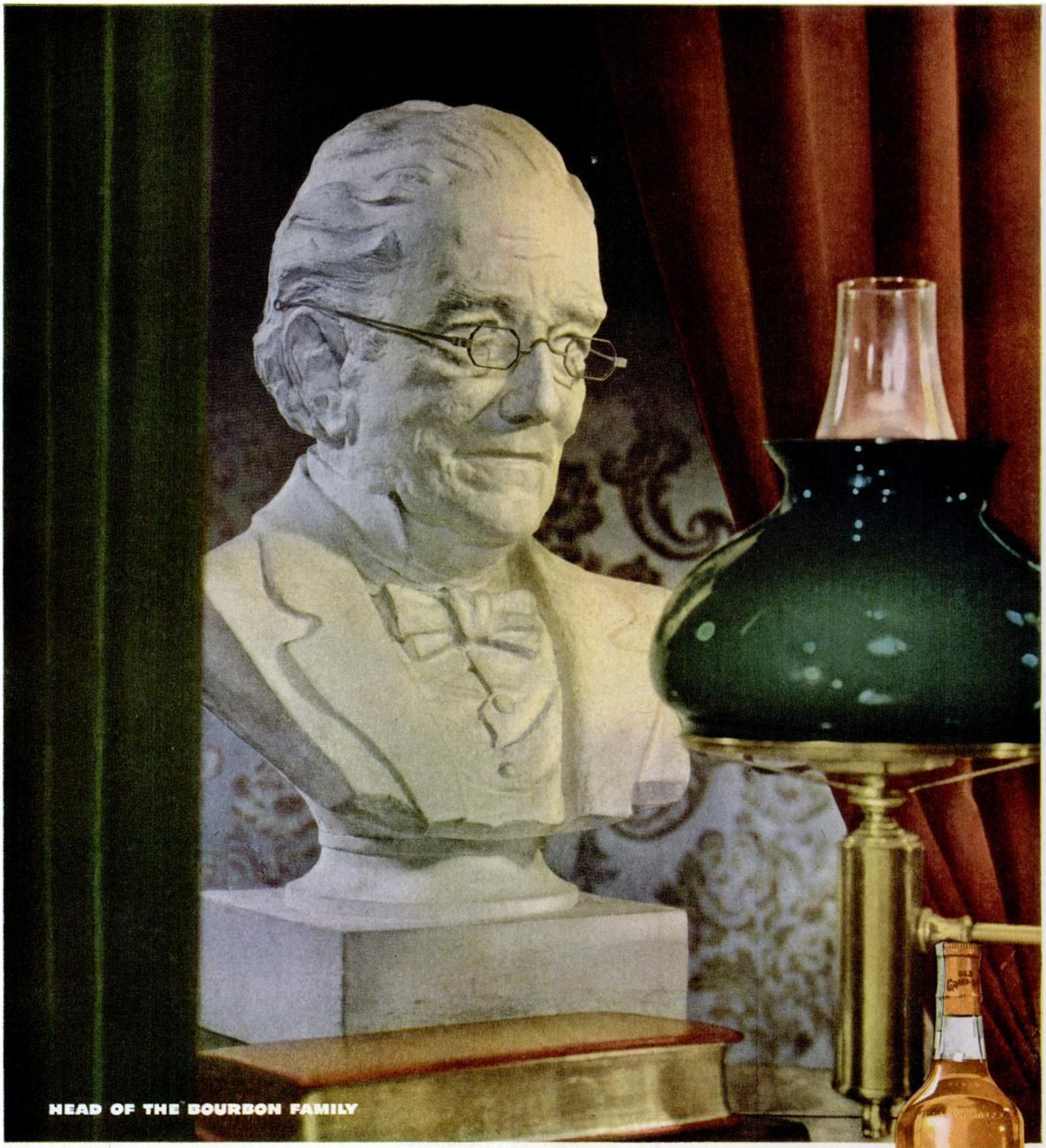
When you're in New York, see the radio and electronic wonders at the RCA EXHIBITION HALL. Open free to all. 36 West 49th Street, across from Radio City.

ONLY RCA VICTOR MAKES THE VICTROLA

RCA VICTOR

DIVISION OF RADIO CORPORATION OF AMERICA

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If you seek the perfect bourbon, make the acquaintance of OLD GRAND-DAD. For here is satisfying richness--heart-warming mellowness--authentic true-to-Kentucky taste that has deservedly made this noble whiskey the Head of the Bourbon Family.

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UNDER SUPERVISION OF U.S. GOVERNMENT
BOTTLED IN BOND

OLD GRAND-DAD National Distillers Products Corp., New York, N.Y.

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JO ANN McDONALD, 18-YEAR-OLD SPRINGFIELD JUNIOR COLLEGE FRESHMAN, PLACES THE CUE BALL FOR A BREAK SHOT IN THE TOWN'S NEW "CUE AND CUSHION"

SWANK POOL HALL

"Cue & Cushion" attracts women of Springfield, Ill. with lounges, air conditioning and no spittoons

For many years the American poolroom has been a dirty but comfortable establishment, dimly lit by overhanging, green-shaded lights and pervaded by the atmosphere of cigar smoke and spittoons. In Springfield, Ill., however, the townspeople have recently been surprised to find a gleaming pool palace, complete with recessed lighting, air conditioning and a soda fountain.

The result of this phenomenon has, of course, been a rush by the town's women. Springfield's Powder Puff Club now plays billiards. Even a bridge club is considering switching over to pool. The new hall, called the Cue & Cushion, was built by the Brunswick-Balke-Collender Co., in the hope that by refining pool they can increase sales of equipment, as much as they did by refining bowling. But there is always the chance that the American male, crowded out of the saloon, the smoking car and the bowling alley, will make one last stand in the pool hall and refuse to retreat into the men's room.



GLASS FACADE of Cue & Cushion was one of the frills that made the place cost $100,000. Its builders plan to open a dozen more like it in cities around the country.

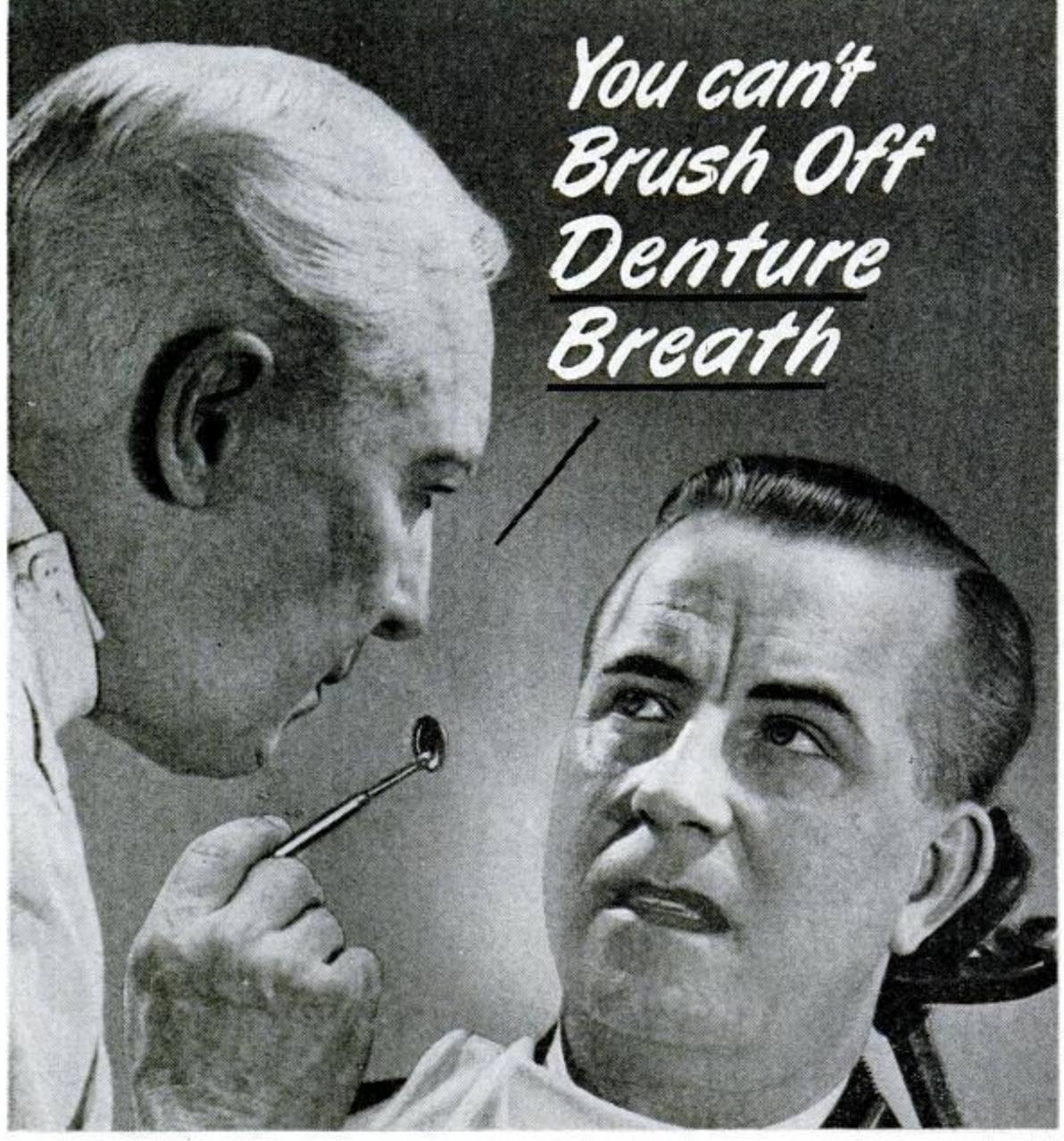
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False Teeth?

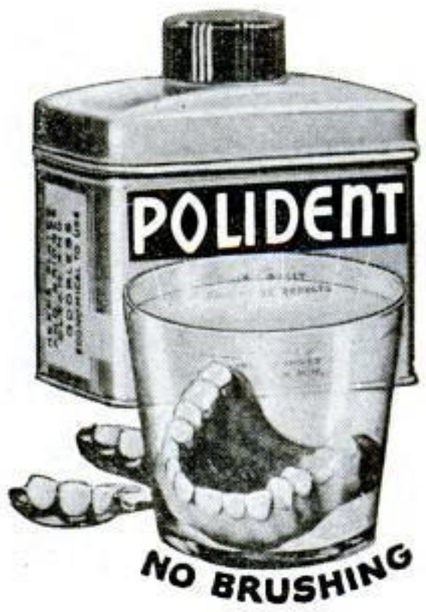


DON'T RISK A "BRUSH-OFF"



You can't Brush Off Denture Breath

Soak your plate or bridge in Polident to keep it hygienically clean, odor-free



Soak plate or bridge daily—fifteen minutes or more—in a fresh, cleansing solution of Polident and water.

MOST DENTISTS agree that brushing cannot cure the unpleasant offense known as DENTURE BREATH.

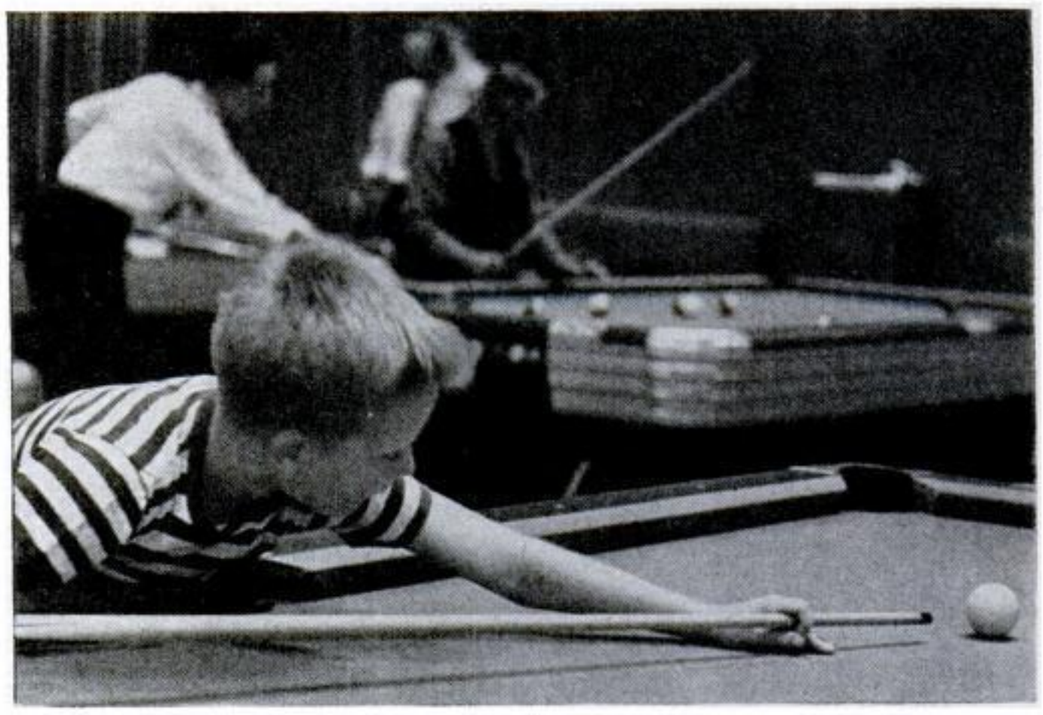
To keep dental plates clean, pure, free of tell-tale odors, more dentists recommend Polident than any other denture cleanser. Gentle, easy soaking in a solution of Polident and water every day is a safe, sure way to avoid DENTURE BREATH—and to keep your false teeth sparkling bright with their original natural look.

Buy an economical can of Polident, world's largest selling denture cleanser, 30¢ and 60¢.

Use **POLIDENT** *Daily*

RECOMMENDED BY MORE DENTISTS THAN ANY OTHER DENTURE CLEANSER

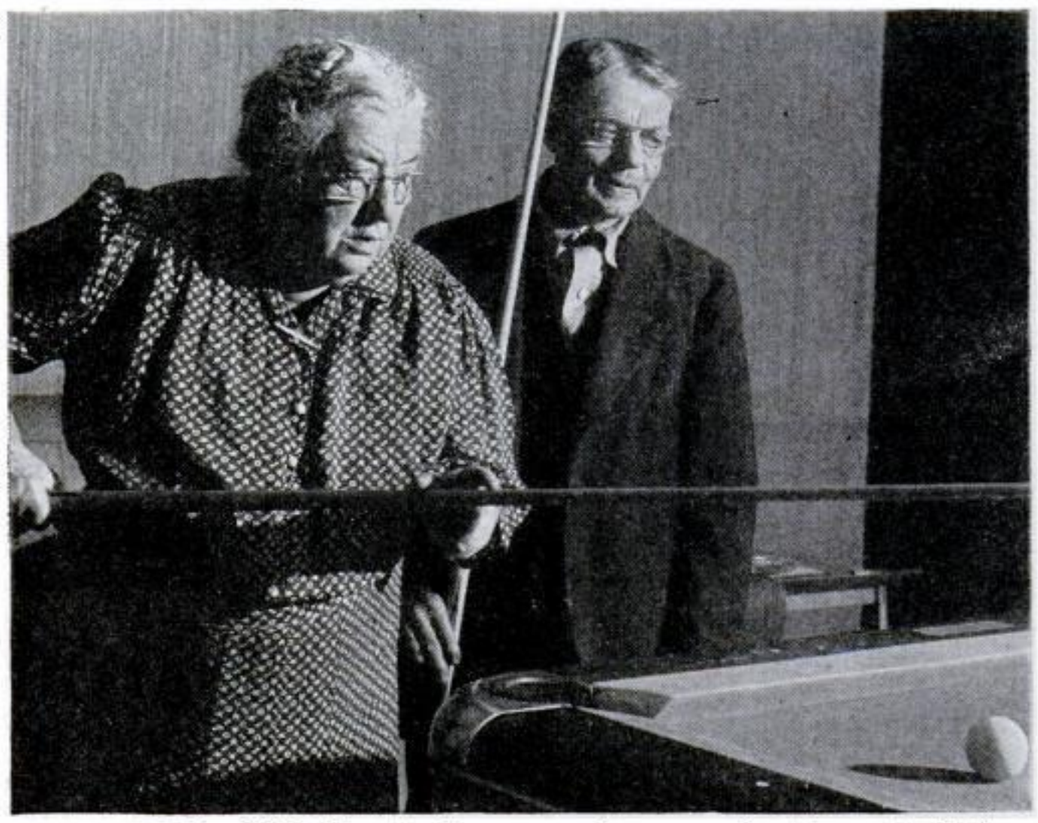
LOOSE FALSE TEETH? Amazing New Cream Holds Tighter, Longer than anything you ever tried or double your money back. **POLI·GRIP** Made and Guaranteed by POLIDENT



YOUNG FAN Frankie Gudauski, 9, plays despite old Illinois statute banning youths from poolrooms. Even the mayor of Springfield brought his son to play.



YOUNG SPECTATOR Linda Randolph makes an exploratory tour on uncertain feet while her parents shoot a game of pool on one of the 14 new tables.



OLD FAN Mrs. C. V. Sturgis, 75, contemplates next shot in regular Friday-night game she plays with her husband. 77. Mr. Sturgis is usually the winner.

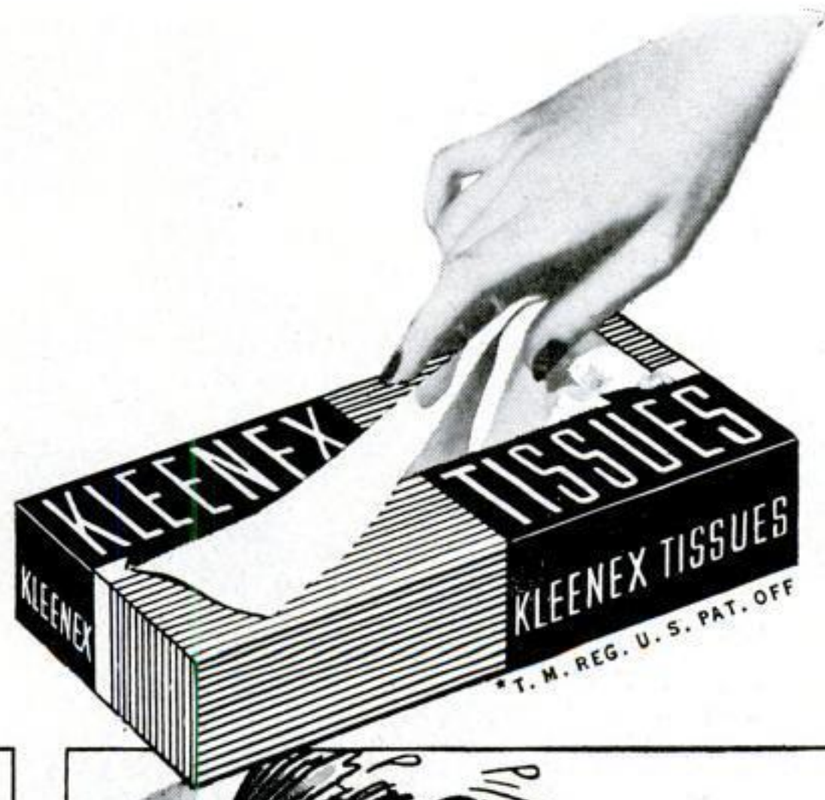
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LITTLE LULU SAYS:

Now, for the first time since 1942, there's no need to take "just any" tissue. Compare tissues—compare boxes—you'll see why Kleenex is ***America's favorite tissue.***

No other tissue gives you all the quality advantages of KLEENEX*





There are lots of tissues, but your nose knows *there's only one Kleenex!* A special process keeps your Kleenex Tissues luxuriously soft . . . so kind, so soothing to delicate skin.



You won't find weak spots or lumps in Kleenex . . . the brand preferred in a national survey by 7 out of 10 tissue users. Kleenex gives you strength and absorbency you can *depend* on!



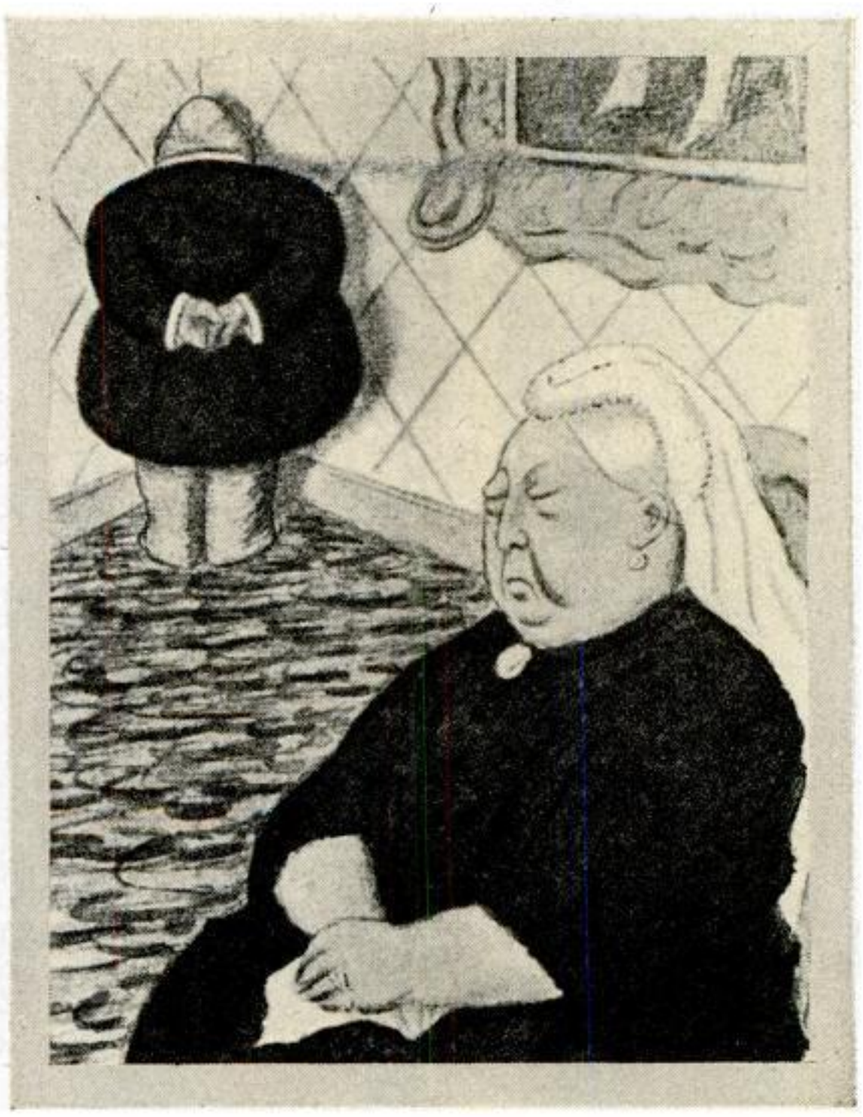
No other brand—only Kleenex—gives you the handy *Serv-a-Tissue Box* that prevents tissue-fumbling. With Kleenex you pull *just one* double tissue at a time—and up pops another, ready for use!

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←**EDWARD AND WIFE** Alexandra posed in 1908 for this portrait of well-being and pomp. Daughter of the heir to Denmark's throne, the queen was a poised and statuesque lady who bore five children.

EDWARD AND MOTHER are shown in cartoon by Beerbohm, entitled *The rare, the rather awful visits of Albert Edward ... to Windsor.* A bad boy, he often was figuratively stood in the corner by his mama.

The Edwardians

In Edward VII's day, Britain stirred with the century's new ideas and, in an outburst of optimism, had an elegant and wonderful time

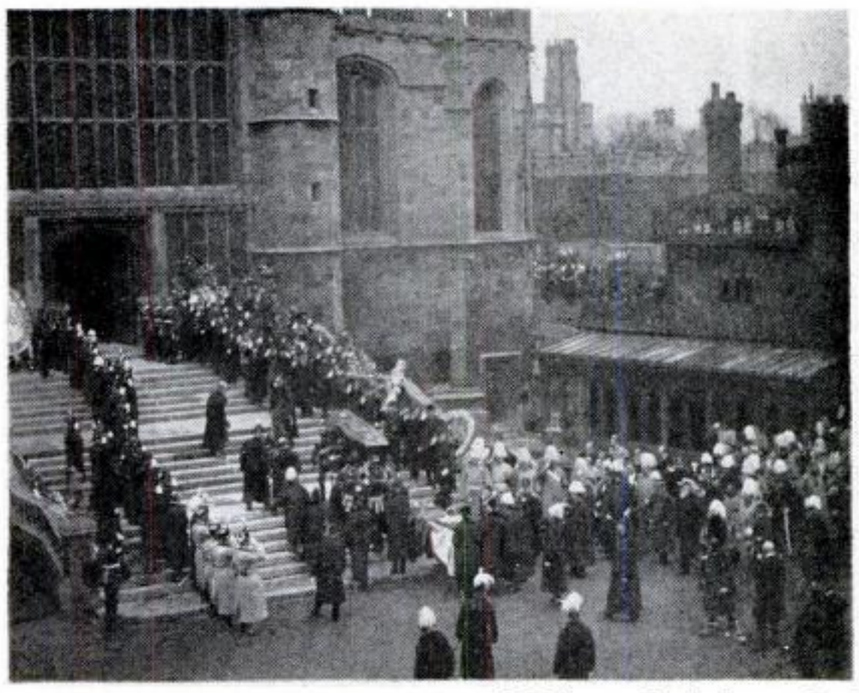
THIS IS THE SIXTH IN LIFE'S SERIES ON THE HISTORY OF WESTERN CULTURE

TA-RA-RA Boom-de-ay! Ta-ra-ra Boom-de-ay! Ta-ra-ra Boom-de-ay!" Queen Victoria was dying. In the sudden hush the larricking refrain of the decade's hit song, still framed with delight by the lips of butcher boys and duchesses, rang out like a salute to the new age that was coming to birth with the old queen's death. "Send but a song oversea to us," Swinburne had invoked America; and up from the stews of New Orleans came the obsessive syllables. They swept all classes of British society. In the person of Albert Edward Prince of Wales, they even ventured into the royal presence. For the heir apparent, shut out by maternal order from affairs of state and doomed to be Prince of Wales for 60 years, found partial compensation as king of that gay life which *Ta-ra-ra* celebrated and which, like the top hat and the diamond tiara, crowned early 20th Century society:

> A sweet Tuxedo girl you see;
> Queen of swell society,
> Fond of fun as fond can be,
> When it's on the strict Q.T.
> Ta-ra-ra Boom-de-ay! Ta-ra-ra ...

In the new century's second year on Jan. 25, 1901, the beat of *Ta-ra-ra* was drowned in the blare of trumpets. On to the balcony of St. James's Palace stepped the Garter King-of-Arms to proclaim that the queen was dead and that a new king lived:

"Whereas it has pleased Almighty God to call to His Mercy Our late Sovereign Lady Queen Victoria, of Blessed and Glorious Memory, by whose Decease the Imperial Crown of the United Kingdom of Great Britain and Ireland is solely and rightfully come to the High and Mighty Prince Albert Edward. . . ."



QUEEN VICTORIA'S FUNERAL, 1901, marked the end of her 64-year rule and the start of Edward's nine-year reign.

To the hushed crowds the queen's death, after a 64-year reign, was like a lesion in the order of life. But the language of the ancient ritual, touched with the tone of the Middle Ages, fell comfortingly from the balcony with the assurance that tradition cushions the disruptions of change; that order, personified in the succession of kings, can defy death itself; that dynasty transcends mortality. A new era—the Edwardian—had begun. The king himself set the final seal on the change. Boarding his yacht, the *Victoria and Albert*, he noticed that the royal standard was flying at half-mast and asked why. Said the commander, "The queen is dead." "But," said Edward VII, "the king is alive." The standard shot up to the top of the staff. Ta-ra-ra Boom-de-ay!

TEXT CONTINUED ON PAGE 92

PICTURES ON NEXT 16 PAGES

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LILY LANGTRY added to her glamour as an actress by becoming the favorite of Edward VII. Her chief roles were in romantic dramas, which she played with no great ability. Her beauty, however, made her a public idol.



AT ROYAL SHOOT AT SANDRINGHAM, KING EDWARD (SECOND

Pleasures

Edward embodied era's delight in society, sports and beauties



HORSE RACING at Ascot took on new popularity in Edward's day because the king himself was an ardent racing fan. In this 1907 photograph, male spectators watch the races from their carriages while a lady is left behind.



REGATTA at Henley on the Thames, where college and amateur oarsmen rowed, was an event for high and humble citizens. They perched in punts along the bank, women with parasols and men in straw hats or "boaters."

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FROM RIGHT) SURVEYS A LARGE BAG, MOSTLY OF PHEASANTS

Edward VII had a great fondness for elegance—in women, in society and in his own dress. His favorite, Lily Langtry (*extreme left*), was the acme of feminine beauty, and his clothes (*right*) were the acme of sartorial distinction. But even more than he loved elegance Edward loved sports, and his age willingly shared his enthusiasm. Until his reign sports had been reserved almost exclusively for the upper classes. But by Edward's time the middle classes had developed a gusto for outdoor life. In one generation they burst out of their stuffy parlors to enjoy racing at Ascot, boating on the Thames, tennis at Wimbledon, yachting at Cowes, golfing at Sandwich, swimming at Brighton and garden parties all over the place.



A WELL-DRESSED KING, Edward considered himself an arbiter of elegance. For informal wear he was fond of short coats with odd trousers and a tilted hat such as he wore at the lodge of the Duke of Fife (*above*).



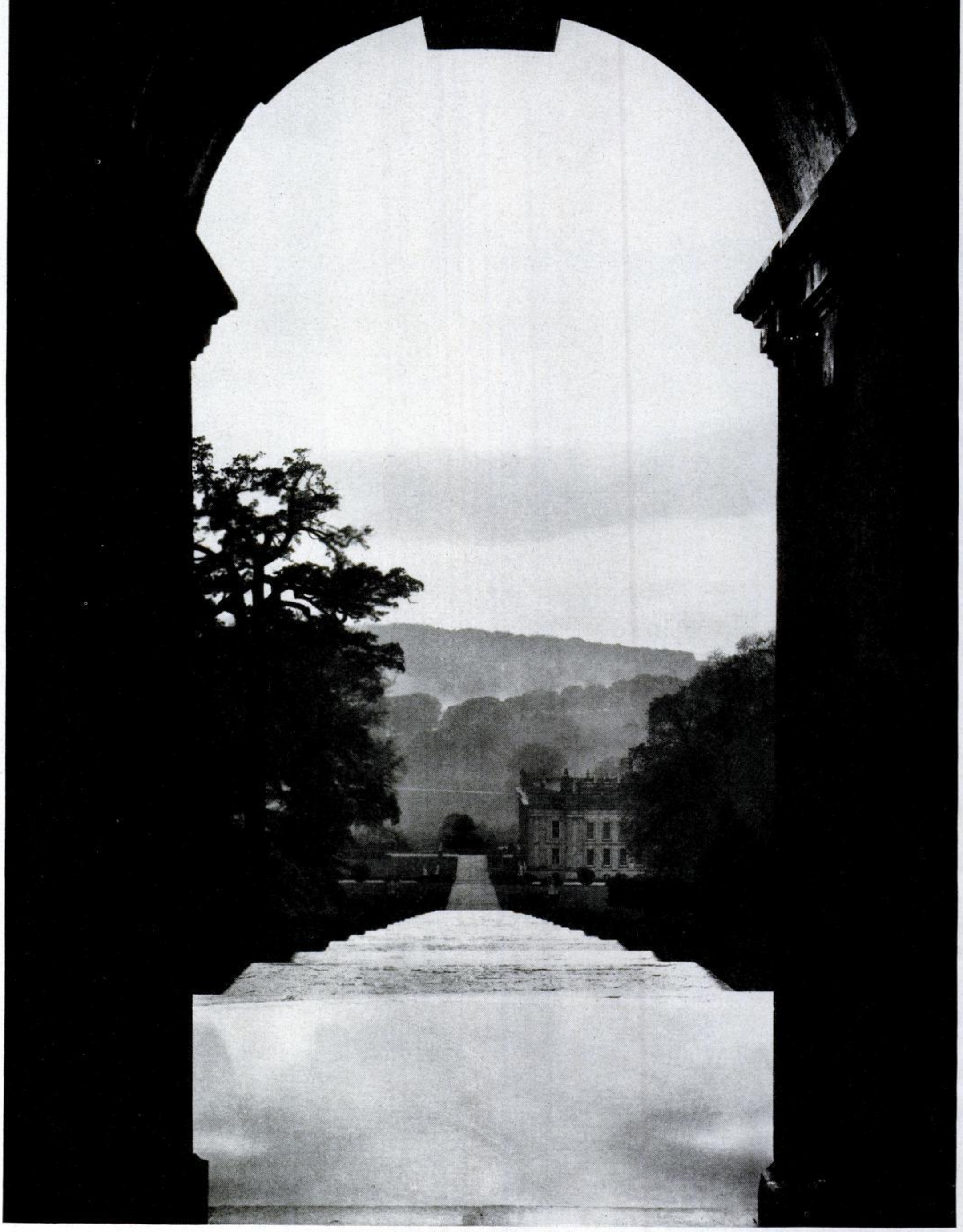
GARDEN PARTIES, like this one at Lewes, were almost a daily pastime for Edwardian nabobs, who took special trains to these outings. Refreshments were served in tents, which also provided shelter from showers.



BANK HOLIDAYS and weekends were often spent at Brighton, famed seaside town, once an exclusive resort but now becoming a kind of Coney Island for middle classes who sat in the surf or lolled on the pebbly beach.

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Edwardian Setting

Background for the age was the wealth built by centuries of British trade and industry and the great houses built by this wealth. Scene of many elegant parties of the time was Chatsworth, the Duke of Devonshire's ancestral home. Above is the "cascade" which leads down to the gardens.

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Edwardian Beauties

The Wyndham sisters epitomized Edwardian elegance. Mary (*left*) married the Earl of Wemyss; Pamela (*center*) wed Lord Glenconner and Lord Grey of Fallodon; Madeline wed a lord lieutenant. This Sargent painting, dubbed "The Three Graces" by Edward VII, is in Metropolitan Museum.

CONTINUED ON NEXT PAGE

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DUKE OF PORTLAND, the wealthy Sir William Arthur Charles James Cavendish-Bentinck, shared the Edwardian nobleman's interest in sports, wrote books about racing and hunting. All portraits on these two pages are by the American, John Singer Sargent, who was lionized in England.



SIR IAN HAMILTON was a busy general, always on the march to defend the empire. Under Victoria he fought in Africa, Burma. Under Edward he was commander in India. In 1915 he led Gallipoli expedition.

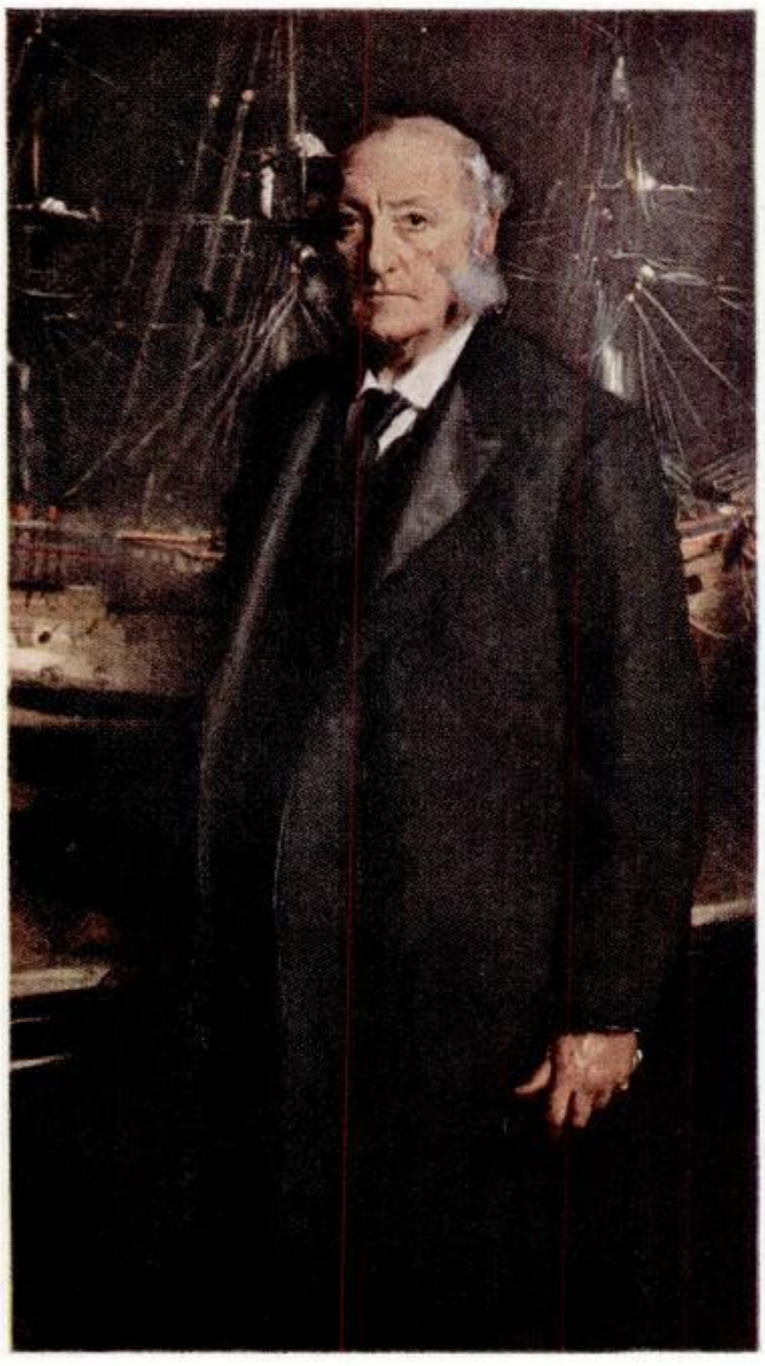


LADY SASSOON was Aline de Rothschild, of the famous banking family. Her marriage to Sir Edward Sassoon, a close friend of King Edward's, united two Jewish families of enormous wealth and distinction.

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DUCHESS OF PORTLAND, wife of the duke (*opposite page*), was Edwardian beauty who served as Mistress of the Robes to England's queen and, as a great bird lover, headed the Royal Society for their protection.



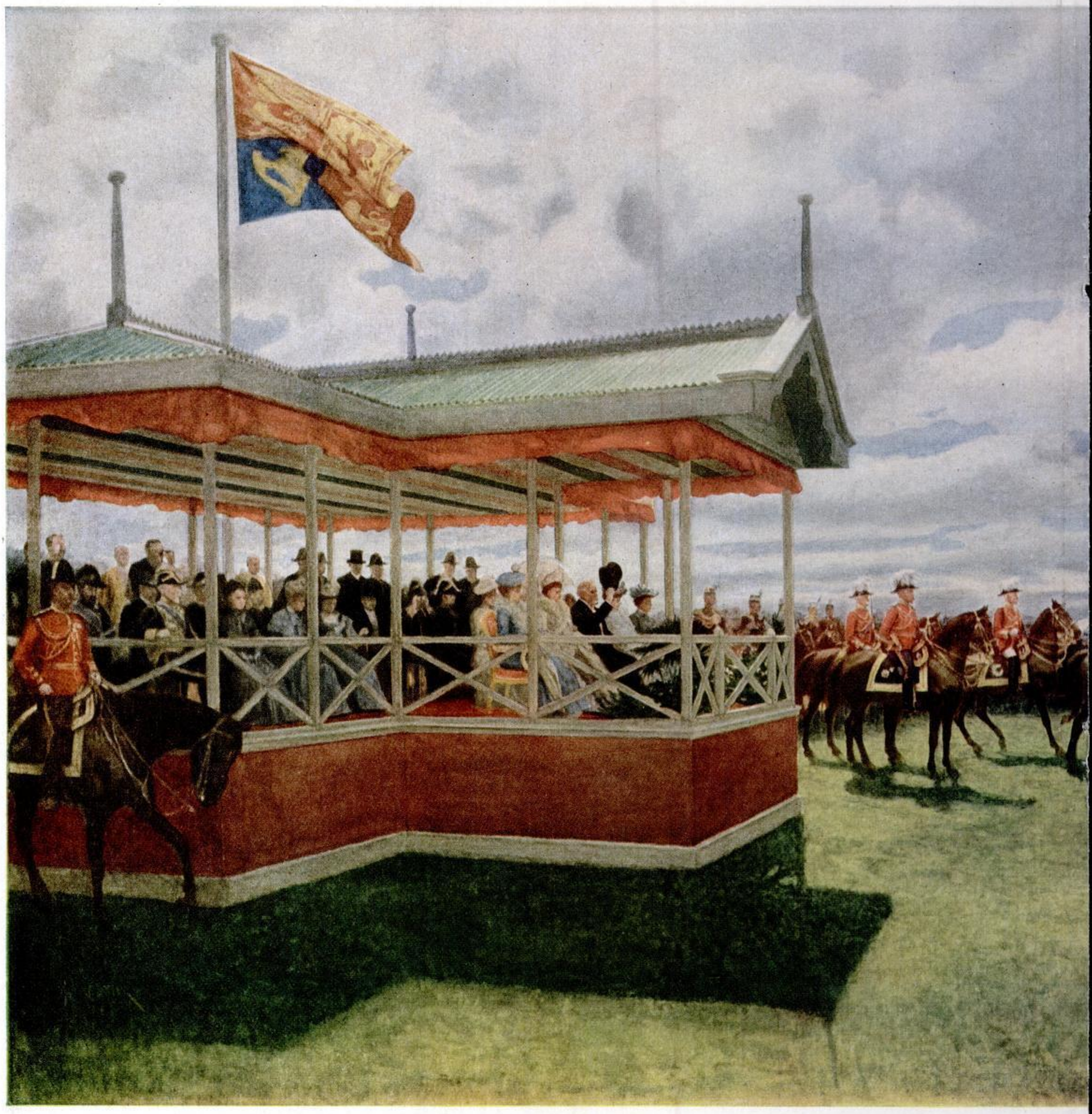
SIR THOMAS DEVITT was one of the great businessmen who in Edwardian England held as high a position as the nobility. He was a big financier, the head of a shipping firm and chairman of Lloyd's Register.



LORD RIBBLESDALE made a pleasant career simply by being an Edwardian aristocrat. A friend of Victoria's and official at her court, he was a prominent member of society in Edward's reign. After his first wife's death he wed a wealthy American, the divorced wife of John Jacob Astor.

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His Majesty Reviews

Like any small-town Americans sitting on their front porch to watch a Fourth of July parade, Edwardian royalty sat in the shade of this little pavilion at Aldershot to watch a display of British soldiery. The king himself, stout and regal in his scarlet coat, is sitting on horseback to salute the passing troops. This pompous little pageant was a part of the intricate diplomatic maneuverings in Europe which led to the final lineup of nations for World War I.

This particular review, painted at the king's command by Amédée Farestier, took place in July 1903. It was in honor of President Loubet of France, who is sitting in the stand with Queen Alexandra and various members of England's nobility. The bearded president, doffing his hat, is returning the visit to France made by Edward two months before. On his first appearance in Paris, Edward was booed in the street by disgruntled Frenchmen who still held a grudge against England over squabbles in Africa. But by the third day of his visit, after Edward had proclaimed England's aim to march with France "in the path of civilization and peace," he was the toast of France. In this glow of good fellowship, all carefully fostered by the Foreign Offices, Loubet came to England. The next year the two nations signed an agreement which settled their past disputes and led to the Triple Entente of 1907, which lined England, France and Russia up against the Triple Alliance of Germany, Austria-Hungary and Italy.

The review was one of the rare occasions during his reign when the

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the Nation's Troops

portly monarch could be seen in public on horseback. A devoted horseman and hunter when he was young, Edward found shooting a more comfortable pastime than riding as years of good living increased his weight. In military matters Edward was a frustrated monarch. His early eagerness for an active military career was squelched by his father, who concurred in the opinion that the prince might not be safe subjected to "the temptation and unprofitable companionship of military life." Nevertheless when he came of age he was made a full general and permitted to take part in army maneuvers. His sister Alice, visiting him at camp, wrote to her mother that "Bertie is full of work." He had a wonderful time at mimic warfare even though he was "captured." After he was made a field marshal Edward diverted his military interests to questions of army dress. Always profoundly concerned with details of dress, the king took on himself the job of supervising the uniforms of regiments of the Guards, scrutinizing them with intense care and expressing forceful views on the color and cut of tunics, the shape of buckles and buttons. In 1901, when khaki was proposed as the color for uniforms of the new Imperial Yeomanry, the newly crowned king objected. "The War Office have khaki on the brain," he complained, adding that blue serge was much to be preferred. But once again Edward's military efforts were frustrated. The War Office chose khaki anyway and His Majesty, retreating gracefully from his defeat, could only express the wistful hope that at least "the facings would be made attractive."

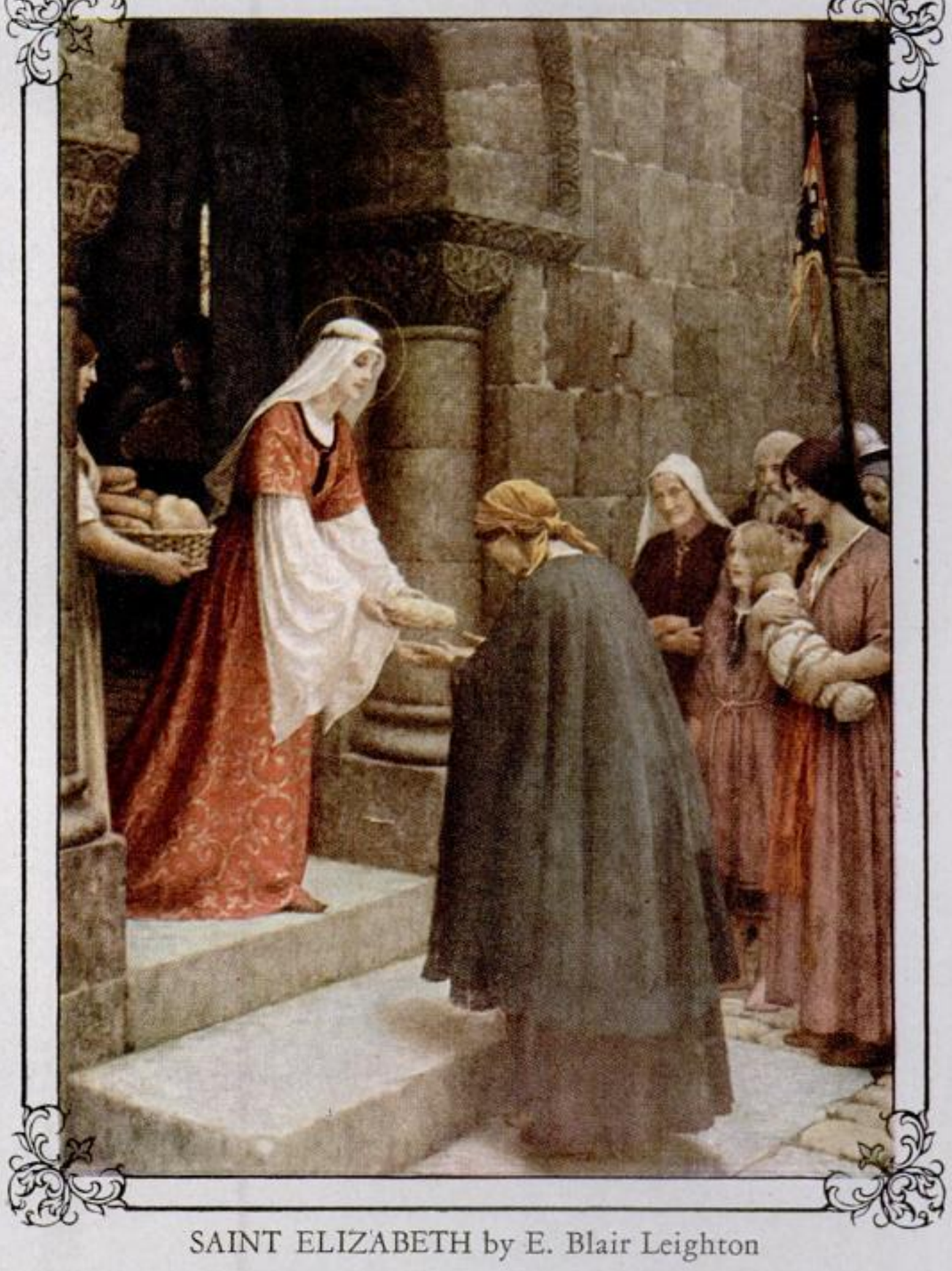
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AFTER THE HEAT OF THE DAY by Owen Bowen

Some Notable Pictures Of The Royal Academy



SAINT ELIZABETH by E. Blair Leighton



PLYMOUTH HOOKER by C. Napier Hemy

Art Was Safe and Sound

Every spring during Edward's reign the Royal Academy of Arts held its annual exhibit of contemporary art in London. And every spring the *Illustrated London News* reproduced a selection

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WET NIGHT IN PICCADILLY CIRCUS by Arthur Hacker



ULYSSES AND THE SIRENS by Herbert Draper

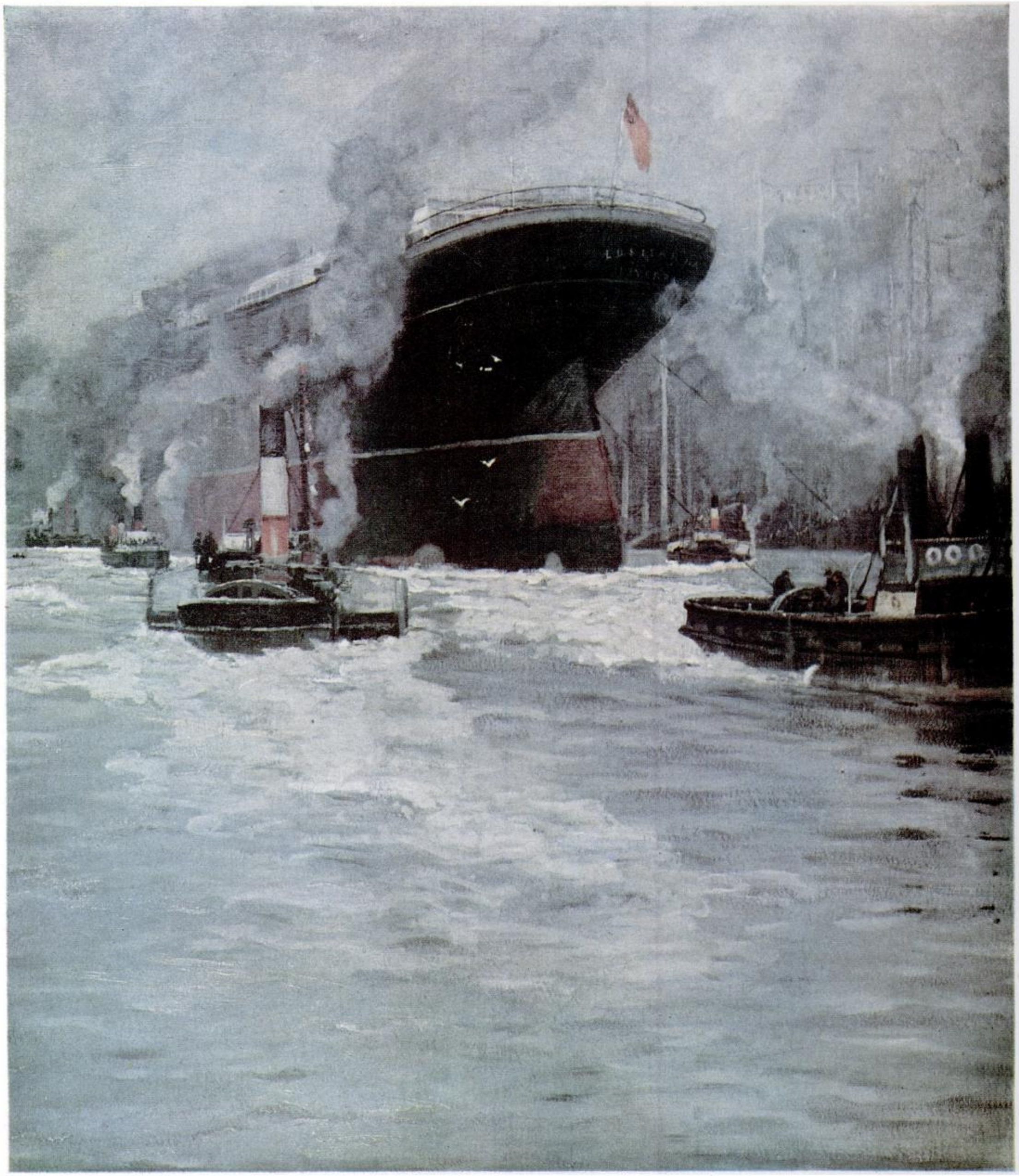


A GALA DAY by Alfred J. Munnings

of paintings from the Academy show. They were usually displayed with sedate headlines and fancy borders, much like the display above, which includes paintings from several Academy shows. This was the way the empire saw its art and this was the kind of art it liked to see. It was straightforward and conservative. Sometimes it reported familiar scenes, sometimes went back to history or mythology. But always it was safe and sound. It was considered somewhat daring when the Academy showed a bit of mild impressionism like *Wet Night in Piccadilly Circus* (*top*).

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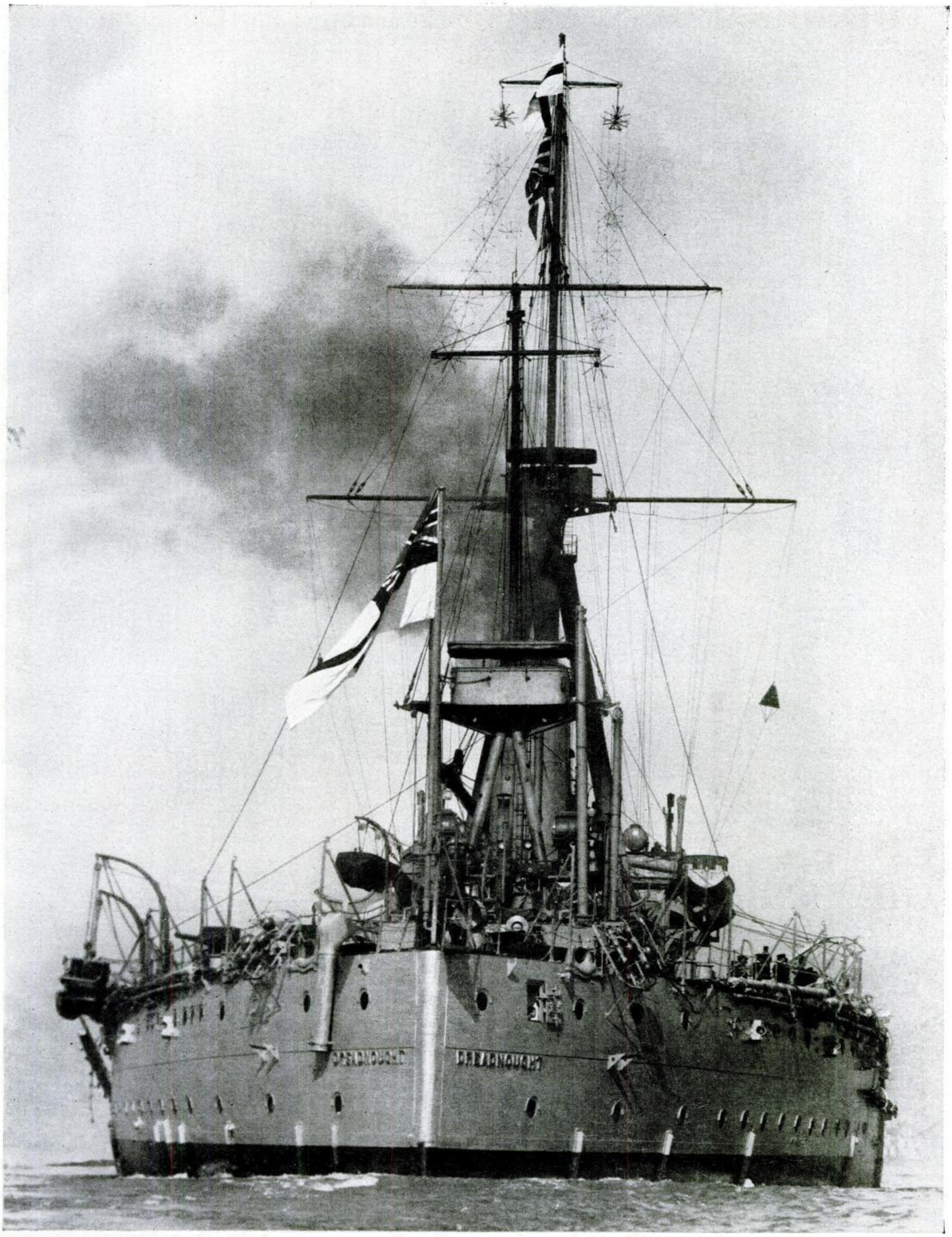
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The "Lusitania" Is Launched

Much of the modern history of the British Empire has been made in the John Brown shipyards on the Clyde River in Scotland, where some of the greatest maritime power's greatest ships have been built—the *Aquitania*, the two present-day *Queens*. On June 7, 1907, a big piece of this history slid down the ways into the river—the 32,000-ton *Lusitania*, built with a government loan to recover the trade and speed records which German liners had taken from the British. Most ships the British yards were turning out were made with German steel, the British mills being inadequate to keep up with shipbuilders' demands. This built up the shipping industry and the nation's mercantile prestige. But it also built up Germany's steel industry and its military power. To Britons, the *Lusitania* was a mighty symbol of security. This security was shaken in 1914 when war began and the mighty symbol itself was destroyed the next year when a German U-boat off the Irish coast sent a torpedo into the *Lusitania*'s hull.

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THE "DREADNOUGHT", the ship which became prototype and gave its name to a new class of battleship, was launched in 1906 under Sir John Fisher's administration in the Admiralty. It reduced every other battleship in the world to a second-class status and made Britain incontestably the great naval power. This 17,900-ton watchdog for Britain's wide-flung empire was the first all big-gun battleship. She had 10 12-inchers. Her speed of 21 knots surpassed her closest rival by 4 knots. The German Navy was caught completely off guard by the *Dreadnought*, which was built with great speed and in strict secrecy. But by 1914 the Germans had developed mines and submarines and some ships to compete with the British.

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Prophets, Poets, Playwrights





H. G. WELLS and most other notable intellectual figures of the time were pinned down by the pen of Max Beerbohm, who did the caricatures on top of these pages. Wells, who wrote social and scientific novels, is shown above as a magician conjuring up a woman of the future: a masculine-looking suffragette who carries calipers to measure her brainy baby's head.

RUDYARD KIPLING, vigorous and brilliant press agent for the British empire, is described in the Beerbohm caption: "Mr. Rudyard Kipling takes a bloomin' day aht, on the blasted 'eath, with Britannia, 'is gurl." Using cockney dialect, Kipling tooted a loud horn for Britain. Proud of Britain's imperial role, Kipling still felt her enormous responsibility.

Americans at Court



PRESENTATION to the King and Queen of England was the goal of ambitious American society mothers, who wangled themselves and their daughters to these special occasions at Buckingham Palace. Artist Charles Dana Gibson in this series of drawings shows a presentation. Above: *Waiting.* This was the era when American heiresses went title-hunting in Europe.



ON THE WAY to the throne room the ladies parade breathlessly in single file past a row of palace guards. Regulation costume for such an occasion included a veil and ostrich feathers for the head, a blaze of jewelry and a long train of rich material. Though Artist Gibson did not show it here, the court usually provided two pages to help each lady manage her train.

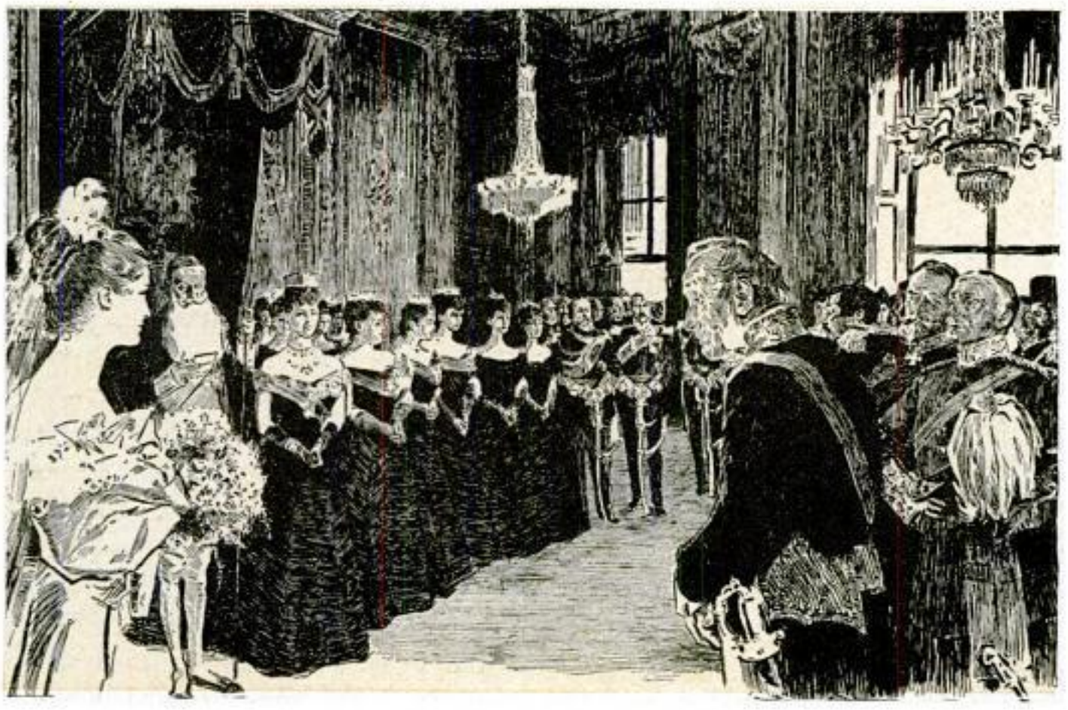
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"MR. W. B. YEATS, Presenting Mr. George Moore to the Queen of the Fairies" is title of this cartoon, which refers to the time when Yeats invited Moore to Dublin to write for the Irish theater. Irish-born Novelist Moore was a prose purist. Irish Poet Yeats was a lover of folklore. The influence of Irish literary figures was considerable in Edward's day.



G. B. SHAW, dramatist and social reformer, represented the healthy habit among some Edwardian writers of damning the evils of their own society. Because Shaw took a rather fiendish glee in shocking people, Beerbohm drew him as a devil. King Edward went to see one of Shaw's early plays and did not like it. He felt, however, he had to keep up with the times.



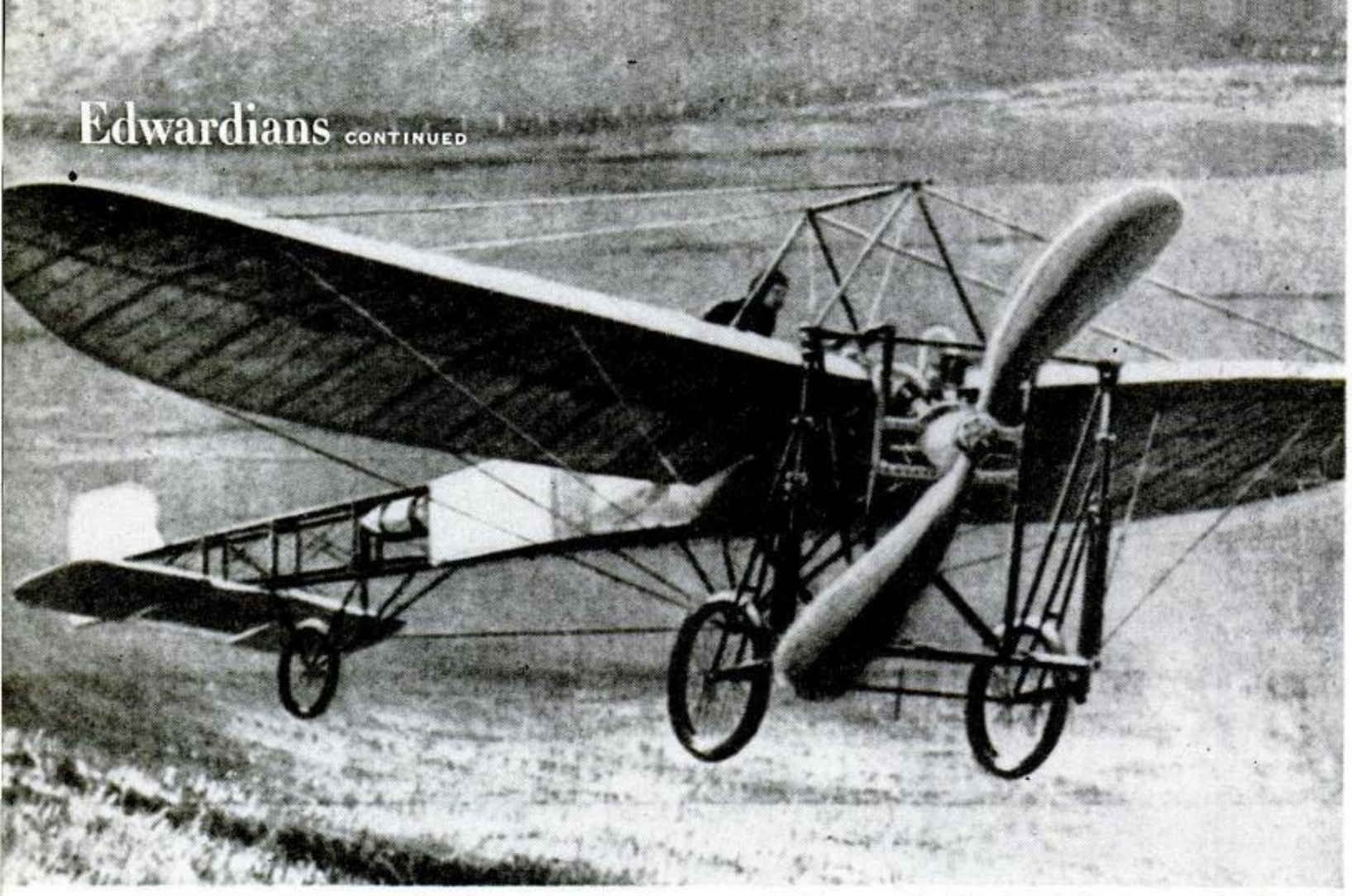
FIRST GLIMPSE of royalty is enjoyed by the lady at left as she advances into the throne room. The queen herself is not visible here. At left is the Lord Chamberlain, who announces the visitor's name. At right are court notables, who view her critically. King Edward is standing at the end of a row of ladies in waiting, who will scrutinize her most critically of all.



AFTER THE PRESENTATION, which consisted of the lady's curtsying before the king, she parades past the diplomatic corps and gentlemen in attendance (*left*) and resumes her seat. Edward enjoyed these festivities and after the ceremonies often strolled through the palace, greeting his guests. His Majesty was in constant danger of tripping over ladies' trains.

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TRANSPORTATION developed rapidly during the Edwardian era with such spectacular advances as the monoplane (*above*) in which Louis Blériot made the first flight across the English Channel in 1909. The Frenchman made the 22-mile trip in 37 minutes and won a $5,000 prize.



AUTOMOBILE RACING was wildly popular in this speed-conscious age. International road races were annual events. Above is a Benz racer at Scottish races in 1906. Also popular were balloon races as shown below, where gay throngs watch take-off of balloon called *The Enchantress.*





PHILANTHROPY flourished. Andrew Carnegie (*above*), the Scottish-born American millionaire, gave $10 million to Scottish universities.

Ferment and Progress

The age buzzed with new ideas, new women

Under the surface of Edward's age, trouble and doubt were simmering. But outwardly the age expressed a growing faith in the wonders of science and the perfectibility of man. After the death of Queen Victoria the revolution in transportation came with a rush. Horsecars and coaches were crowded off the streets by motor buses and trams. Since people could ride farther to work, there was a tremendous boom in suburban building. Slum congestion was relieved. Public health improved. Multimillionaires like Andrew Carnegie (*above*) began their great philanthropies. The Education Act of 1902 made public funds available for the first time to insure decent salaries for teachers and a higher standard of education for everybody.

To some of the upper classes the innovations of the day appeared merely as a novelty or a nuisance. But most of the changes turned out to be permanent. The new Labor party had its beginning in 1900. The women's suffrage movement flourished under such tempestuous leaders as Emmeline Pankhurst (*opposite*). Fretful females were jailed and went on hunger strikes. Women crowded Westminster, broke windows and kicked the shins of patient policemen. When war came, the suffragettes temporarily diverted their energies to war work. But, like embattled women of all eras, they had tired out their opponents and by 1918 were given the vote.

WOMEN'S RIGHTS were defended by Emmeline Pankhurst, suffrage leader, who was literally carried off to jail for disturbing the peace. —▷

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The Edwardians

CONTINUED FROM PAGE 75

The new era was to be officially brief—less than a decade—and exuberant with a sense of culmination. Not only was it the heir of almost 2,000 years of Western civilization. Proceeding from the long, somnolent summer of Victoria's latter years, beneficiaries of the industrial and scientific revolutions which had bountifully changed the conditions of human life, rich beyond any prior heirs of history with the developing enterprise of America, the diverted treasures of India, the newly discovered gold and diamonds of South Africa and the enormous wealth of industrial and commercial Britain itself, the Edwardians set out to enjoy the world they had inherited. It was a world of confidence and security. World peace had been a fact so long (since Napoleon) that world war seemed like an aboriginal horror which civilized men had simply grown too adult to commit. Crises and rumors of war were recurrent, but the mass of men had an almost organic confidence in peace.

For confidence was everywhere. It flamed in the steel furnaces of Britain and of America and the German empire, which had risen in 20 years to challenge British goods in the world market. It was embodied in steel in the great hulls of the dreadnoughts and in the vast, perfectly equilibrated luxury liners. It pulsed through the whole world along the infinitely complex arterial system of international trade and finance. So prosaic a fact as the spread of double-entry bookkeeping, viewed in terms of world business and facilitated credit, was scarcely less a wonder than the electric light with which Edwardian cities were beginning to be illuminated. A new tempo was entering life with the abridgement of time and distance by speed and the multiplication of power by the generation of energy.

AT the bottom of Edwardian confidence—of its faith in life and its faith in peace—was the idea of progress. For the Edwardian era was the fulfillment of the 18th Century's Enlightenment, and the Enlightenment's basic intuition was the idea of progress—the belief that man, by the aid of science, can achieve a perfection of living limited only by the imaginative powers of his mind. Implicitly the Enlightenment denied faith in the name of science and the Kingdom of God in the name of the kingdoms of this world. It whetted that knife-edge, dividing the world's greatest focuses of force—the power of religion and the power of science—along which the thoughtful man has teetered ever since.

But the Edwardians were too busy working and playing to think much and too confident to teeter. They thoroughly enjoyed the kingdom of this world. Their watchword was happiness—happiness for those whose means nearly everybody understood to be a rough measure of a man's worth, good works for those whom circumstances of fate or fortune had not favored. For the Edwardian era was one of those rare interludes of history where everybody who could possibly do so had a wonderful time. The means were all at hand.

Railroads (King Edward was almost the same age as the steam locomotive) were bringing the country to the city and the city to the country on a scale unprecedented in history. The late Victorian fad of cycling had improved the wretched roads which the earlier Victorian age had allowed to lapse into a condition of Wordsworthian rusticity and disrepair. The new horseless carriage, the auto car, would soon complete the revolution the bicycle had begun.

The stately houses of England, like Hatfield, Chatsworth, Wynyard and Easton, linked by the new accessibility, were the brilliant centers of the new life. By special train (which never cost more than £10), by automobile and by carriage, gay parties made the rounds of the country houses for the hunts, the shoots, horseracing and cozy social gatherings, or returned to London for gaudy routs in the great town houses. For as the pursuit of happiness turned into the pursuit of pleasure, sport became a democratic function of wealth which would be aped and shared by all classes.

There were premonitory rumblings, but who in that holiday humor could take them seriously? In England the Labor party elected its first members to Parliament and the Fabian Society, through its energizing brains, Beatrice and Sidney Webb, was tailoring the doctrines of Karl Marx to suit British fashions. In the name of social justice a galaxy of writers—H. G. Wells, Bernard Shaw, John Galsworthy, Arnold Bennett—was preaching reform or revolution. In the name of Catholic enlightenment Gilbert K. Chesterton was needling capitalism and the middle class with wit and

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For XMAS, WIN a 6 Room Solar

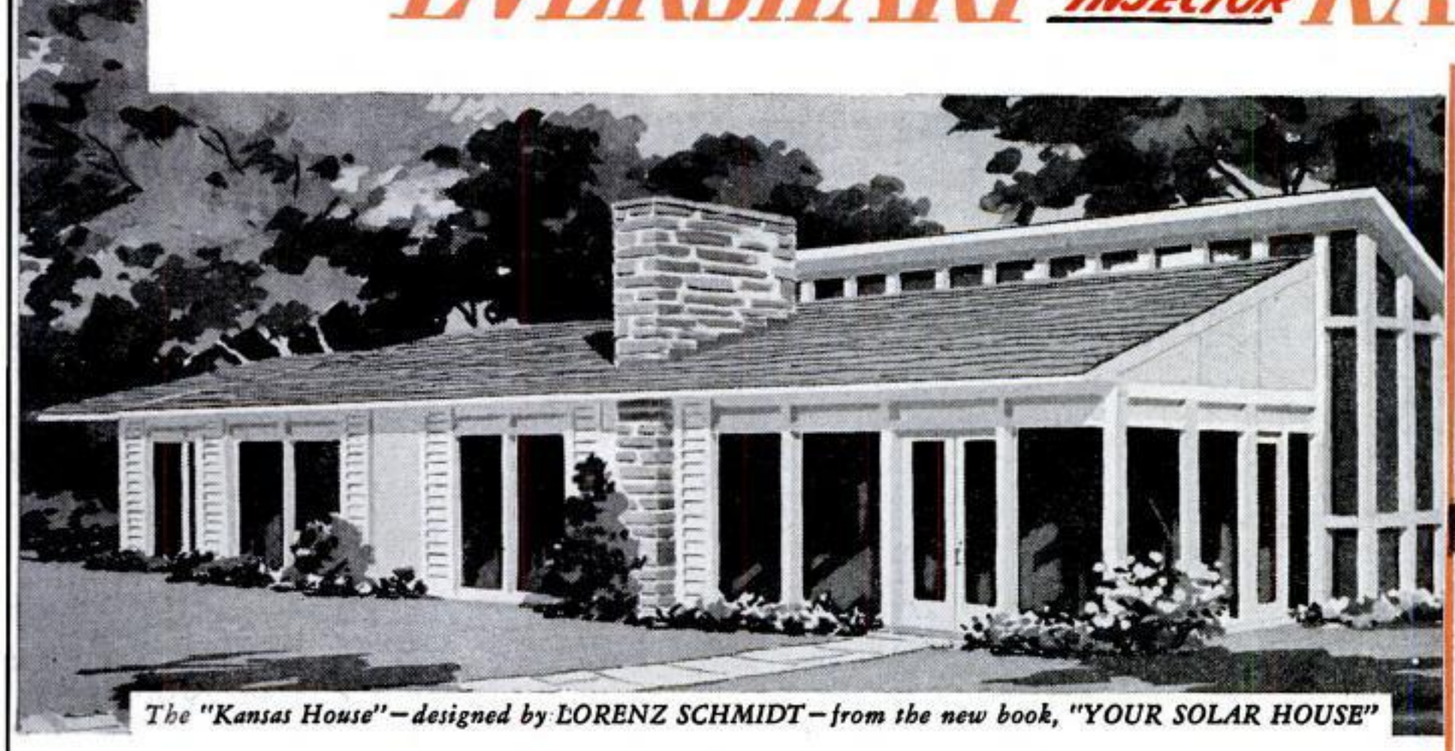
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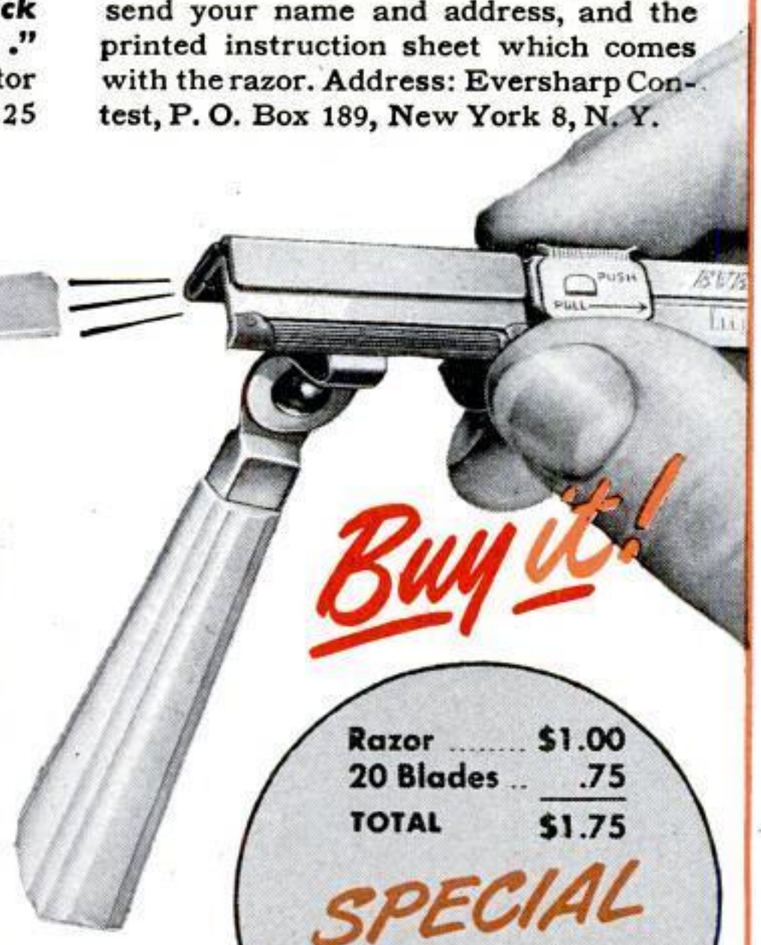
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2. Mail your entries to: **—Eversharp Contest, P. O. Box 189, New York 8, New York.**
With each entry enclose printed instruction sheet which comes with the Schick Injector Razor or the new SCHICK Women's Fashion Razor.

3. Any resident of continental United States may compete except employees of Eversharp, their advertising and publicity agencies and their families. Contest is subject to all Federal, State and local regulations.

4. Contest starts November 10; closes midnight December 13 *in New York.* All entries must be *received* not later than midnight December 13, 1947. Grand prize winner will be announced Christmas Eve over Eversharp's radio program "The Henry Morgan Show."

5. Entries will be judged for originality, sincerity and aptness of thought. Judges' decisions will be final. Duplicate prizes will be awarded in case of ties. No entries will be returned. Entries, contents and ideas therein become the property of Eversharp.

6. The winner of the Grand Prize must provide lot and construction "go ahead" no later than 90 days after the date of announcement letter to winner. The winner must accept the model designed for his state.

7. All winners will be notified by mail or telegram. Winners lists will be available on request approximately one month after close of contest.

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paradox. But, like King Edward, the great majority of his subjects preferred the somewhat luridly arresting love stories of Marie Corelli. The great struggle of the Victorian age—the church versus science in the guise of Darwinian evolution—was of further interest chiefly to the professionals of both teams. Most people were no longer upset by an ape in the family tree.

In the heart of Europe, Germany kept clanking its saber and frantically building a navy whose sole purpose must be to challenge the British fleet. But then, was not the German kaiser a little theatrical, a little too much like Lohengrin in stage armor alighting from the swan boat? Hardly had the age begun when a small revolutionary sect called the Russian Social Democratic Workers' party split into a minority (Mensheviks) and a majority (Bolsheviks, under the leadership of a short, pale fanatic with the face of a Mongol and the uncouth name of Lenin). But this was of interest chiefly to the police.

Russia was the only country in Europe (except Turkey) which had internal passports. Between Britain and America people could travel as freely as from one English county to another. And everybody who could travel did. Civilization had launched its last great party.

THE portly and imperious guiding spirit of the age was King Edward VII. He was not only the King of England; he was "the uncle of Europe." Kaiser Wilhelm II of Germany was his nephew. The Empress of Russia was his niece. King Leopold of Belgium was his cousin once removed. His wife, Queen Alexandra, was the daughter of the King of Denmark. The King of Greece was his brother-in-law and the King of Norway was his son-in-law. In one degree or another he was related to the wearer of nearly every crown in Europe and to a swarm of princelings, dukes and barons who, whatever their faults and foibles, embodied a standard of civilized living and the responsibilities of rank which their lapses chiefly served to emphasize. The envious kaiser might detest the king, call him "the old peacock," and, when Sir Thomas Lipton's *Shamrock II,* the British tea merchant's America's Cup challenger, lost a mast, express his imperial relief that his uncle had not lost his life while sporting with his mistress aboard his grocer's yacht. King Edward might think that his cousin of Belgium was a monstrous roué with the ethics of a shady resort keeper. But it was all in the family, and by constant correspondence and personal contacts, by genealogical intimacy, the king was the active head of an international aristocracy which gave a style and form to the Edwardian era not quite recaptured by the Comintern.

The short, stout figure with the slightly protuberant eyes, dominating a broad face which the Edwardian beard and the habit of regality just raised above the average, seemed the apotheosis of middle-class mien. But the spirit within lifted kingship to a high level. This consciousness of royal function was at the root of the king's preoccupation with punctilio (for he knew that tradition is conserved by a minute attention to forms). Thus he could say to Lord Rosebery, who appeared at court in knee breeches when the command had been given for full dress, "I presume you have come in the suite of the American ambassador?" Thus, at a private showing of some early moving pictures of himself, the royal voice was heard to mutter in the semidarkness, "Decorations on the wrong side."

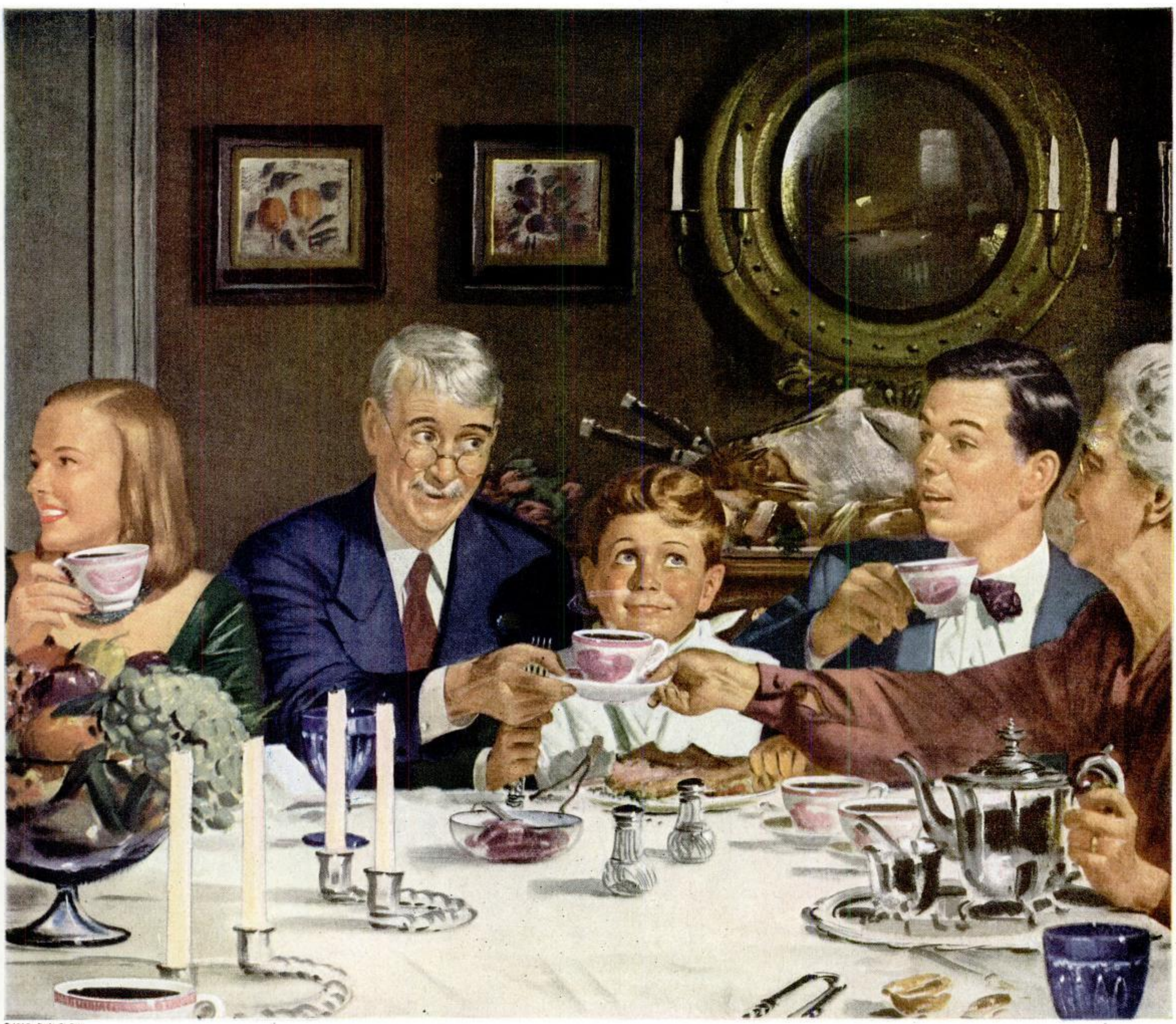
The Edwardian in the street (he would have been insulted to be called the "common man") thought he understood the king well enough and called him "good, old Teddy." The royal tastes were, by and large, his tastes, and more power to the man who could satisfy them. The king's love of sports and games of chance, of dancing, of parties, of money, of a rather overblown splendor, of good eating and drinking, of automobiles, of band music and Italian opera, of the theater, of the beauty of women and the legend of his prowess with them—even his outbreaks of horseplay, into which, as he matured, he introduced a discreet fastidiousness of occasion and décor—were part and parcel of the "swell-elegant" Edwardian world.

For Edward was the first Edwardian, and in his person the age was projected decades into the past and, given a rich and somewhat racy retrospect, a lore, inseparable from an understanding of the age.

There had been the great days in the Paris of the Second Empire—that strange political stage set, lamplit and unreal, over which Napoleon III brooded like a wistful gargoyle until empire and emperor were washed away in the blood of Sedan. In Paris the Prince of Wales was in the heart of Western civilization. There the Middle Ages survived in the Cathedral of Notre Dame. In France, St. Thomas Aquinas had written the great *Summas.* There the Enlightenment had heated the secular mind of man to a new

CONTINUED ON PAGE 97

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incandescence until it burst into the flame of the French Revolution.

The Prince of Wales was less familiar with Notre Dame than with the maze of Bohemian Montmartre. At the Moulin Rouge, a contemporaneous synonym for cardinal sin, the prince advanced the Edwardian education by watching La Goulue ("The Glutton"), with a heart embroidered on the seat of her underthings as everybody could see despite 60 yards of lace flounces on her petticoat, dance the *chahut*, which has been described as a "quadrille in delirium."

In Paris he entertained the Duchess of Warwick. A lifelong friend, the duchess was one of the radiantly beautiful women whom, as prince and king, Edward always kept around, like living jewels. The duchess was one of the first possessors of what would be known a few decades later as a "social conscience." She tried to interest her friend in socialism but he just shrugged his shoulders. "Societies are not made," he said. "They grow."

Few aspects of the Edwardian legend were more appealing to his subjects than the king as a sportsman, the more so because in sport too he maintained the common touch and, like the mass of men, was not outstandingly good at anything. His horsemanship was more daring than masterly, but he was a mighty fox hunter and rode to hounds with a dash that sometimes earned him six falls in as many miles. He was one of the most implacable enemies pheasants have ever known. The king liked croquet, and after the tensions of a day at the races he found it sedative, especially as played on the broad lawns of Moulton Paddocks, the Newmarket estate of his great friend and banker, Sir Ernest Cassel. And in the Duchess of Sermoneta the king found the perfect partner. The duchess could seldom hit a ball, "missing the easiest hoops and therefore keeping him in the best of tempers." Then one day, in one of those flashes with which despair sometimes inspires the inveterate loser, the duchess connected. She has left a description of what followed: "It [the ball] flew right across the ground, straight through the right hoop (I didn't even know it was the right one) and, continuing its glorious career, hit the King's ball straight into the rose bushes. But by the icy stillness that prevailed, I realized that never, never was such a thing to happen again."

THE king was a more formidable yachtsman, and the regatta at Cowes was one of the high points of the Edwardian social whirl. There Edwardian society was seen at its sunniest and airiest as the ladies of fashion raised their parasols and lorgnettes while the wind from the water waywardly whipped their skirts, conniving with the king, who had a sailor's urge for the cut of any jib.

But the king's great passion was horse racing, and one of the great moments for himself and his loyal subjects came in 1909 when his horse Minoru won the Derby. This passion had developed early, to the great concern of Queen Victoria, who never raced horses though she seldom missed a day's drive in her donkey cart. "Dearest Bertie," she had written, ". . . now that the Ascot races are approaching, I wish to repeat earnestly and seriously . . . confine your *visits* to the two days, Tuesday and Thursday and not go on Wednesday and Friday. . . . If you are anxious to go on the *two* great days (though I should prefer your not going *every year* to *both*) there is no *real* objection to *that*. . . ." To which Bertie had replied, "I am always most anxious to meet your wishes, dear Mama, in every respect, and always regret if we are not quite d'accord—but I am past 28 and have some considerable knowledge of the world. . . ."

It was a knowledge dearly won by a total immersion in the swirling life of his age. The king learned to know men and women in the adventitious intensities of card play and gambling, in the rugged test of the hunt course and the finesse and follies of boudoirs before he transmuted his knowledge to an art in the more hazardous play of diplomacy. Within their light-hearted limits the Edwardian swell set lived dangerously. Scandals were almost a reflex of the energy of the age. In the Tranby Croft scandal Edward had to testify in behalf of a man accused of cheating at cards. In the Mordaunt scandal Edward had to appear as a witness in court and declare, "in a very firm voice," that he was not the father of Lady Mordaunt's premature baby.

Every great age seeks to find its meaning in an ideal of beauty. The Edwardians worshiped the very tangible beauty of women, and the king was among the most devout worshipers. The era epitomized its devotion in the term "professional beauty," and the term was often, though not always, used in conjunction with the word "fast," which the Edwardians raised to a new power of sinful sibilance. The first of the professional beauties was the actress Lily Langtry, daughter of the Dean of the island of Jersey. With a

CONTINUED ON NEXT PAGE

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face like Athene's, a Junoesque figure and one black dress, she had reversed the late Victorian standards of beauty—the Burne-Jones eyes, the rosebud mouth, the phthisic slope of the shoulders. The "Jersey Lily," the discovery of Prince Leopold, Edward's younger brother, met Edward at a supper party. She heard a deep, cheerful voice say, "I'm afraid I'm a little late," and the Prince of Wales was beside her. She sat at many suppers and spent many jolly, carefree evenings with him until, with her habitual playfulness, she is rumored to have slid a piece of ice down his neck to watch the royal reaction. It was icy. For Edward did not like indiscriminate horseplay.

It was common knowledge that Mrs. Langtry was Edward's favorite, for Edwardian fun was not always on the strict Q.T. But the Dean of Jersey spread the odor of sanctity about her tea table; Gladstone read Shakespeare to her; she was received by the Prince of Wales and Princess Alexandra at Marlborough House and even at court.

Another great beauty was Mrs. Keppel, daughter of Sir William Edmonstone and wife of George Keppel, son of the Earl of Albemarle. She was widely known to be the king's mistress, but she moved in the highest circles of London society. She was endowed with tireless vitality, vast if somewhat adenoidal beauty and perdurable tact.

The Keppels' sumptuous house in London's West End was the scene of many cozy Edwardian parties. For they had a famous chef, and the king's taste in food set a standard for his gourmandizing age. Mr. Keppel viewed his peculiar position with Edwardian discretion. He would sometimes point out a knickknack to visitors, saying, "His Majesty gave this to my wife."



MRS. KEPPEL, last mistress of Edward, was wife of the son of the Earl of Albemarle. Her social position was never threatened by her affair with Edward because she managed throughout to retain friendship of the queen.

Mrs. Keppel died last September. But her old age had not been without its cross: her sense of propriety was shocked by the marriage of King Edward VIII and Mrs. Wallace Warfield.

This abounding freedom, beauty, luxury and glamour found its brilliant focus in the royal receptions at Buckingham Palace. There, as the veritable light of a new age—the new electric lights—blazed on the majestic figures of the king and queen, the court in full panoply and the festive tiaras and some of the most fabulously beautiful shoulders in history, the power and surging energy of the great industrial and commercial age were transmuted into its special kind of splendor, material, worldly and cosmopolitan. For among the most glamorous women at court were American women.

The American invasion of England had begun under Queen Victoria when beautiful Jennie Jerome had married Lord Randolph Churchill and become the mother of Winston, and the lovely and wealthy Mary Victoria Leiter had married Lord Curzon. Under Edward VII the Americans came in droves. The Gibson girl as a tourist (during the Edwardian age tourism became one of Europe's most profitable businesses) or in the guise of a rich, title-hunting heiress thronged Paris, Biarritz, Monte Carlo, the great continental spas and crowded the London hotels—the Carlton, the Savoy and the Berkeley.

Edward VII welcomed Americans and admitted them to his cosmopolitan set. He liked the beauty and vitality of American women whom he considered less squeamish, better educated and better able to take care of themselves than English women. He liked the hard vigor of American men. He liked the stories they told and their passion for cards, for they came bringing poker in their hands. He shared their respect for money as a creative power, a means for organizing and enjoying life.

For the Edwardian era was one of the most expensive ages in history. Civilization's last great party cost a lot of money. The king, who had a shrewd Edwardian business head, was always in need of money. "It is necessary to have a lot in order to be able to lose it," he explained to Yvette Guilbert. But he was at one with his age in understanding how to make money work for him.

Money was a key to his circle of cosmopolitan cronies whose cluster of Jewish businessmen—the Rothschild brothers, Baron Hirsch, Sir Ernest Cassel—caused a constant buzz. "The cleverest

CONTINUED ON PAGE 100

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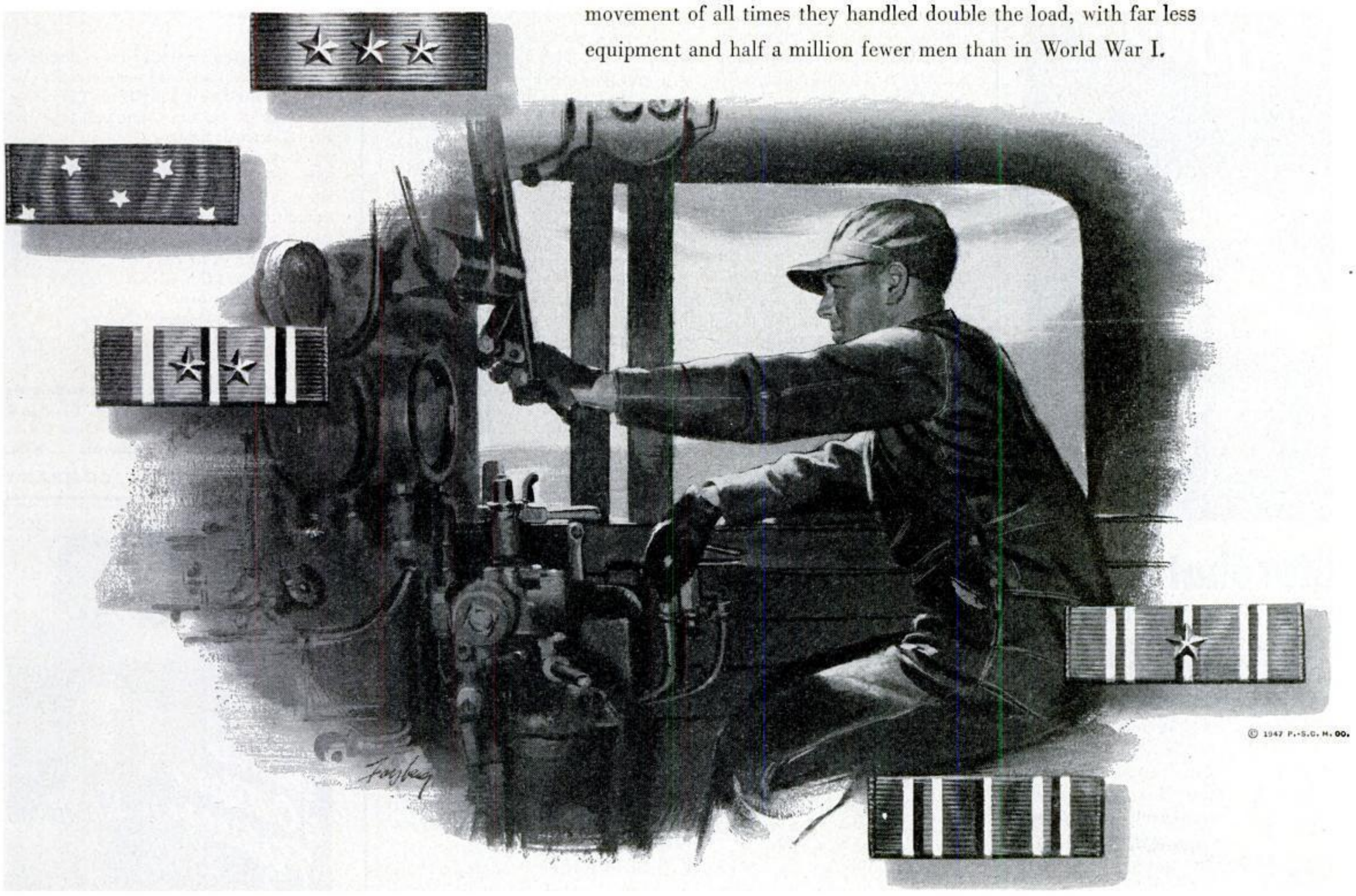
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Let's Not Forget...

In peace or war, American railroads must be geared to the transportation needs of all-out production.

No shipping emergency allows time to repair any public neglect of railroad facilities. The railroads must be ready always to do, *without warning*, the job they did in the last war. They are the backbone of peacetime economy, the life-line of your army and navy.

About 97% of all organized troop movements and 90% of all military freight moved by rail in World War II. Under private management, the railroads astonished the world with their performance. In the greatest traffic movement of all times they handled double the load, with far less equipment and half a million fewer men than in World War I.



When earnings permit, progressive railroads invest heavily in plant improvements and new equipment. They have bought from Pullman-Standard hundreds of streamlined passenger cars and thousands of freight cars. Pullman-Standard is using its every resource to speed production on these cars and hold down costs. One product of this effort is a standardized box car—the new P-S-1—which the railroads are buying and putting into service by the thousands.

PULLMAN-STANDARD
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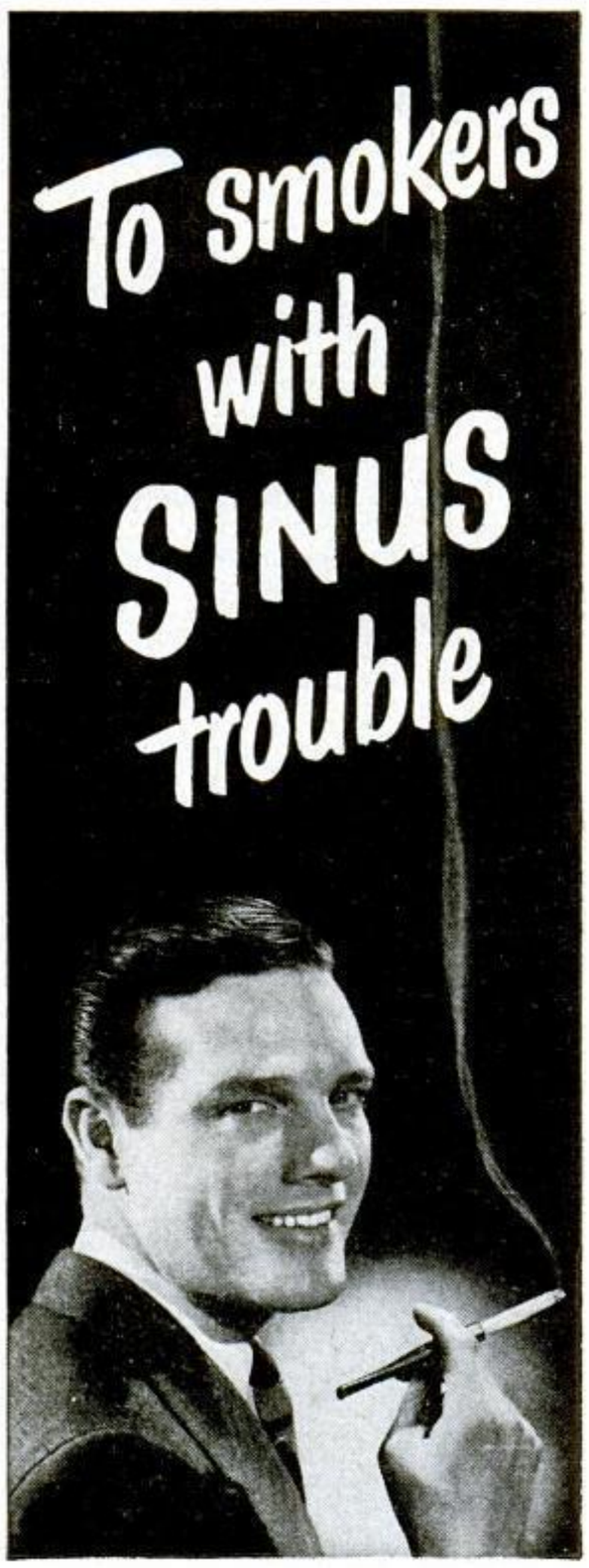
Privately operated, the railroads **paid** some $4.6 billion in taxes to the federal government in World War II. In contrast, during the first World War, federal control and operation of the railroads **cost** the taxpayers $1.6 billion. Shouldering a huge improvement program, the railroads today are breaking all peacetime records in tonnage hauled. To maintain their properties in peak condition and *to go ahead*, they must have adequate earnings.

Every American must realize that national security and his own welfare depend —in peace or war—upon sound railroads. Give them your *active* support!

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head in England," said the king of Sir Ernest Cassel, who by the use of an imagination entirely financial had amassed a huge fortune. Said Lord Knollys on the king's accession, "Gentlemen, it is my happy duty to inform you that for the first time in English history the heir-apparent comes forward to claim his right to the throne unencumbered by a single penny of debt." The king's friends had wrought the miracle. One of them, it was reported, had advanced £100,000 against a £25,000 repayment and the promise of a knighthood.

So, under the king's expert eye the gay Edwardian carrousel whirled round with dashing horses, clinking coins and goblets and splendid sport and spectacles. If the music was a little brassy (*Champagne Charlie* and *Picadilly Johnny with a Window in His Eye* were almost as popular as *Ta-ra-ra Boom-de-ay*), it was loud, cheery and pervasive.

The flighty songs drowned out some highly important things that were going on. In science the age was one of the most portentous in history. Into the brief decade were crowded a constellation of scientific names whose discoveries were to determine the history, the mood and perhaps the fate of the 20th Century. No one country had a monopoly of the new creative outburst which manifested itself in almost all the centers of Western civilization. Scarcely had the world accustomed itself to peering into solid matter, with the help of Professor Röntgen's X-rays, than Pierre and Marie Curie tossed at it a scientific bomb in the form of radium—little knowing that the bomb was atomic. In England, Ernest Rutherford in a series of brilliant researches established the existence and nature of radioactivity and the nuclear structure of the atom. In Germany, Max Planck published the quantum theory, liberating the theoretical imagination of science with his hypothesis that energy of radiation is not continuous but exists in small, exact units, measured in terms called "quanta." In America, Charles Martin Hall achieved the electrolytic extraction of aluminum, adding an important new metal to developing technology. Through the work of Marconi and Nikola Tesla in radio, sound was made to conquer space with only the ether as a conveyor. Through the work of Daimler and others, the automobile replaced the horse. Henry Ford would soon give masses of men a new freedom by bringing the automobile within their purchasing power while developing new techniques of mass production to make this possible. Through the work of Samuel Langley and the Wright brothers, man realized the age-old dream of rising up as with the wings of eagles.

WHILE the scientific mind was learning from nature the secret of power, other scientists were peering into the secrets of the mind itself—the greatest force in the universe. In Austria, Sigmund Freud, in the course of the study of neurology, discovered the existence of the unconscious mind and its influence on the conscious mind. In his new system of psychoanalysis, Freud fluttered the Victorian shades by asserting the importance of sex on the development of the mind and, for the discussion of his discoveries, gave the age a new idiom of which the word "repression" has become the most fashionable. In Switzerland, Freud's disciple Carl Jung later broke away from his master to replace psychoanalysis with analytical psychology, to reject the influence of sex on neurosis and to stress man's creative impress.

This worldly age had a vision equal to its sense of power and wealth—the vision of peace and progress. No era of history has invested its imagination and its money more lavishly in projects for human betterment. It was scarcely 100 years since the last serfs had been freed in Western Europe. It was scarcely 40 years since America had freed some 4 million Negro slaves and Russia had freed 20 million of its own people who had been held in human bondage. The spirit of freedom was in the air, but now technology was to be the liberating agent. The machine would free millions from the drudgeries inseparable from organizing and servicing a civilization which was growing ever more massive and complex.

The idea of leisure as one of civilization's highest boons began to grip the mind of the age. What was to be done with this leisure by masses of men whose human capacities were just about equal to the simplest tasks was a problem which the Edwardian age was not called upon to answer. But in any case part of the answer was no doubt education. For faith in education as a universal cure, a direct heritage from Jean Jacques Rousseau and the Enlightenment, was almost as deep-rooted as the Edwardian faith in science.

Good works abounded in the form of hospitals, settlement houses, social services, educational projects and foundations. The age dipped into its bulging pockets and endowed every kind of beneficent institution.

Andrew Carnegie was typical of the era's boundless goodwill and

CONTINUED ON PAGE 105



"WHO SAID TINY BITS ARE 'SISSY'?"

There's nothing sissy about a dog food that provides the vital food elements you find in Milk-Bone Tiny-Bits. Tiny dogs eat them, to be sure—but bulldogs and Saint Bernards thrive on them, too! Tiny-Bits are *economical* because *you* add the liquid to this concentrated nourishment... one pound has more food value than a pound of fresh beef! Just add warm water or soup or scraps.



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For beer is the kind of beverage Americans like. It belongs—to pleasant living, to good fellowship, to sensible moderation. And our right to enjoy it, this too, belongs—to our own American heritage of personal freedom.



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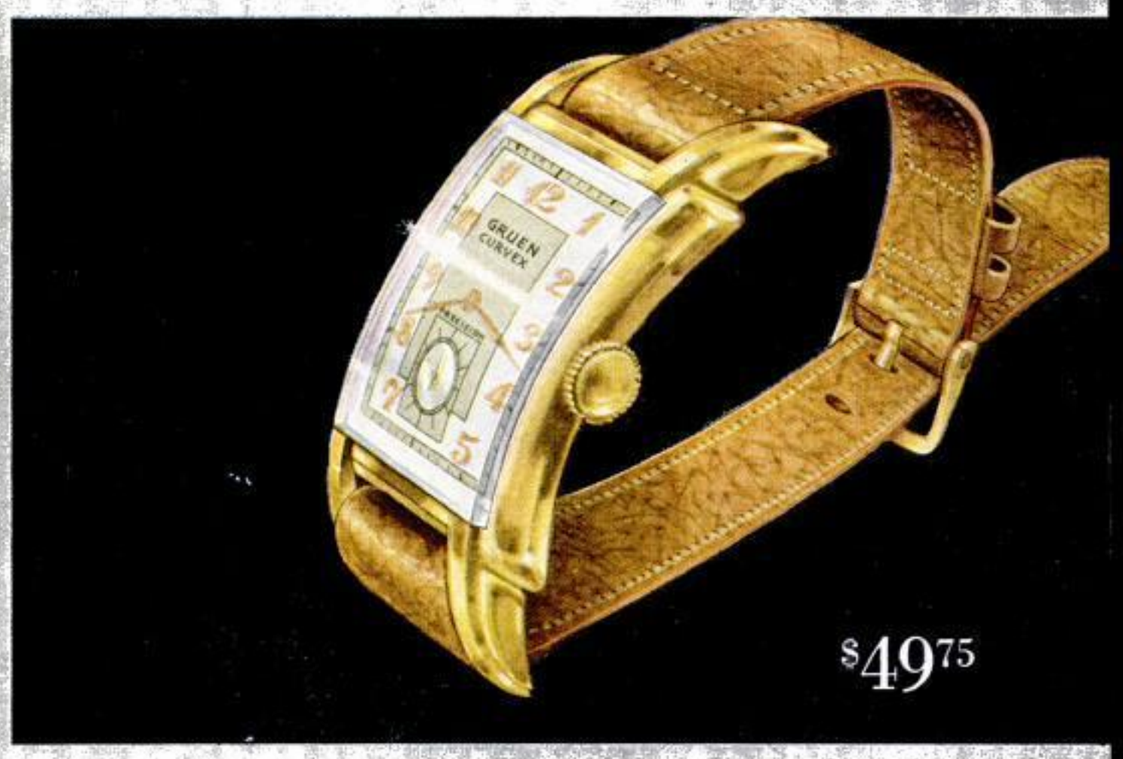
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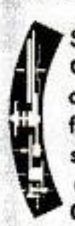
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This birthday, I'm five years younger

IT DOESN'T MATTER *what* the candles say.

Tonight, deep inside me, I'm the girl I was five years ago. Five years ago . . . when Jack's blue suit was a uniform, and there weren't any twins, and we sat at our wobbly table-for-two making wonderful plans . . .

I can still feel the same sparkle . . . the same *sureness*. That matters most, but there are other things that take me back.

Yellow butterfly orchids, quivering on my shoulder . . . a cake with pink frosting and a not-quite-true number of candles . . . the festive gleam of our lovely International Sterling silver. Not just those two place settings we started with, but enough now for the family we've grown to be.

I'll always be glad we set our hearts on solid silver . . . *family* silver. Partly, pure feminine pride in owning something so lovely, that does so much for a table. Partly a feeling that it's important for children to grow up in a house where things are done right.

Though I won't spoil their fun, I can guess what's in my birthday package. (Jack's good at catching hints.) Matching pieces in my International Sterling pattern . . . oyster forks, perhaps, or coffee spoons, or a ladle . . . I'd love *any!*

And who could think of a more perfect way to mark the milestones?

Whether you're just starting your set of International Sterling, or adding to a set already begun, your silverware dealer can show you just what you want.

Now, you've *ten* beautiful International Sterling patterns to choose from . . . artist-designed . . . exquisitely finished . . . *lifetime solid silver.*

Now, too, you can find matching pieces in all the famous International patterns . . . the "extras" you've been waiting for, to set a perfect table.

Though most post-war prices are up, prices of International Sterling *are not*. Place-settings in some patterns as little as $21.50.

All patterns shown are made by The International Silver Co., in the U. S. A.

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TUNE IN to *The Adventures of Ozzie and Harriet,* Sunday, 6 p. m., E. S. T. over CBS.

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its legend of human opportunity. Starting as a poor Scottish immigrant laborer in the U.S., Carnegie had organized the great industry which gave the age its technological framework—steel. By the use of his free intelligence he had made a fortune estimated at hundreds of millions of dollars. He gave it away in countless benefactions, of which the most memorable were the free public libraries, which brought civilization's literary wealth into obscure villages, and the Carnegie Endowment for International Peace, to which he gave $10 million. In the British Empire, Cecil Rhodes used his huge fortune to endow the Rhodes Scholarships to further international goodwill and understanding. In Sweden, Alfred Nobel used his vast wealth to endow the Nobel Prizes for peace, science and literary merit.

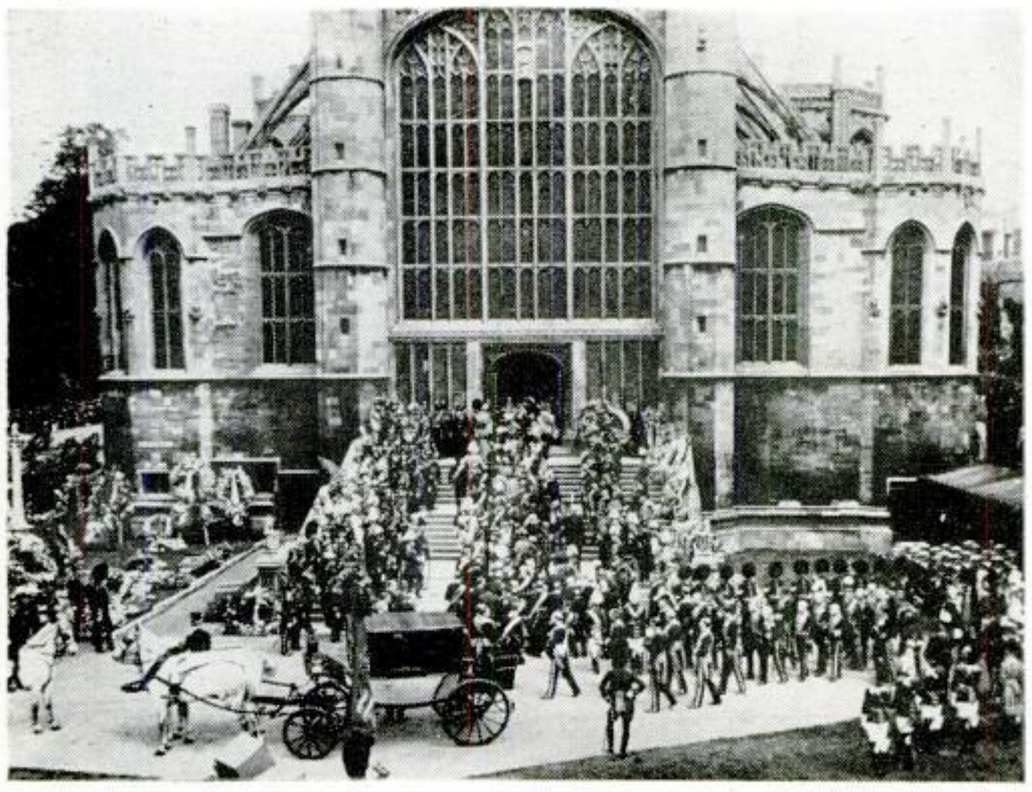
In the Hague, a monument to the age's passion for peace, stood the Hague Tribunal, whose experts sought to codify a system of international law binding on all nations. So general was the Edwardian mood of confidence that the Czar of Russia, who was not generally considered to be an enlightened monarch, proposed to the Hague Conference that all the nations disarm. The Edwardian age sought its historic meaning and justification in the achievement of universal peace. But history, in the tone of a horn, winding from the depths of the Prussian conifer forests now planted in tidy rows by the diligence of that highly disciplined state, was sounding over the Edwardian era the theme of fate. It was history's irony that this happy age should prefigure the forces whose collision was to threaten the whole structure of Western civilization and set the foreboding mood of the rest of the 20th Century. For now the great coalitions—the Triple Alliance and the Triple Entente—which were to make World War I possible and then to fight it, began to take form, rising like savage, black, confronting rocks from a summer sea.

In the name of peace and to the degree that politics is fate, the age had done its work. Thereafter the two great coalitions rested in a poise so precarious that one mortal shot, fired by an obscure Serb student in the primitive Bosnian town of Sarajevo, tipped their balance and they rushed headlong in military avalanches on each other: chaos.

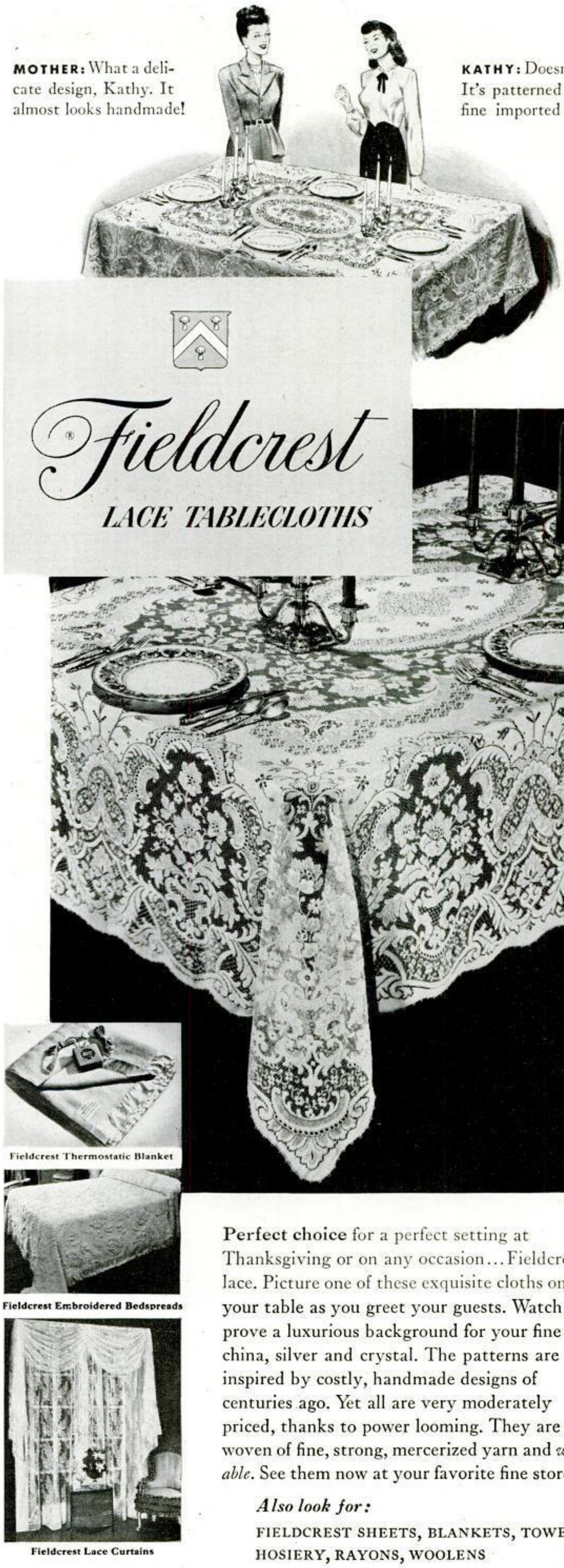
Back from 76 years of circling in ranges of space beyond vision, there swung into the night sky a pale, celestial visitor — Halley's comet. To the masses of men a comet was still a portent of war and the death of kings. Thousands of readers, terrified by sensational stories in the new popular press, chiefly the creation of Alfred Charles Harmsworth (Lord Northcliffe), believed that, as the earth passed near the comet's gaseous tail, the end of the world would come. But it was only an age that was ending.

In 1910 King Edward, who had long suffered from chronic bronchitis, suddenly became worse. He insisted on working and playing. Someone saw him let himself, unaccompanied, into his special box at Covent Garden to hear Luisa Tetrazzini sing Gilda in *Rigoletto*. A few days later he saw *Alias Jimmy Valentine*, one of the first of those un-Edwardian plays of which a thief was the hero.

"No," said the king to someone who ventured to suggest rest, "I shall go on. I shall work to the end. Of what use is it to be alive if one cannot work?" A few days later Edward VII was dying. Taking Mrs. Keppel by the hand, in a final gesture that summed up the age that was ending, Queen Alexandra led the king's mistress to his bedside for a last farewell.



EDWARD'S FUNERAL took place May 20, 1910 at Windsor, where Victoria's was held nine years earlier (*p. 75*). Eight monarchs attended the rites.



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WANDA HENDRIX AND AUDIE MURPHY EXAMINE SOME OF HIS 15 WAR MEDALS, INCLUDING MEDAL OF HONOR, DISTINGUISHED SERVICE CROSS, FOUR PURPLE HEARTS

HERO AND ACTRESS

Starlet Wanda Hendrix goes steady with war's most decorated soldier

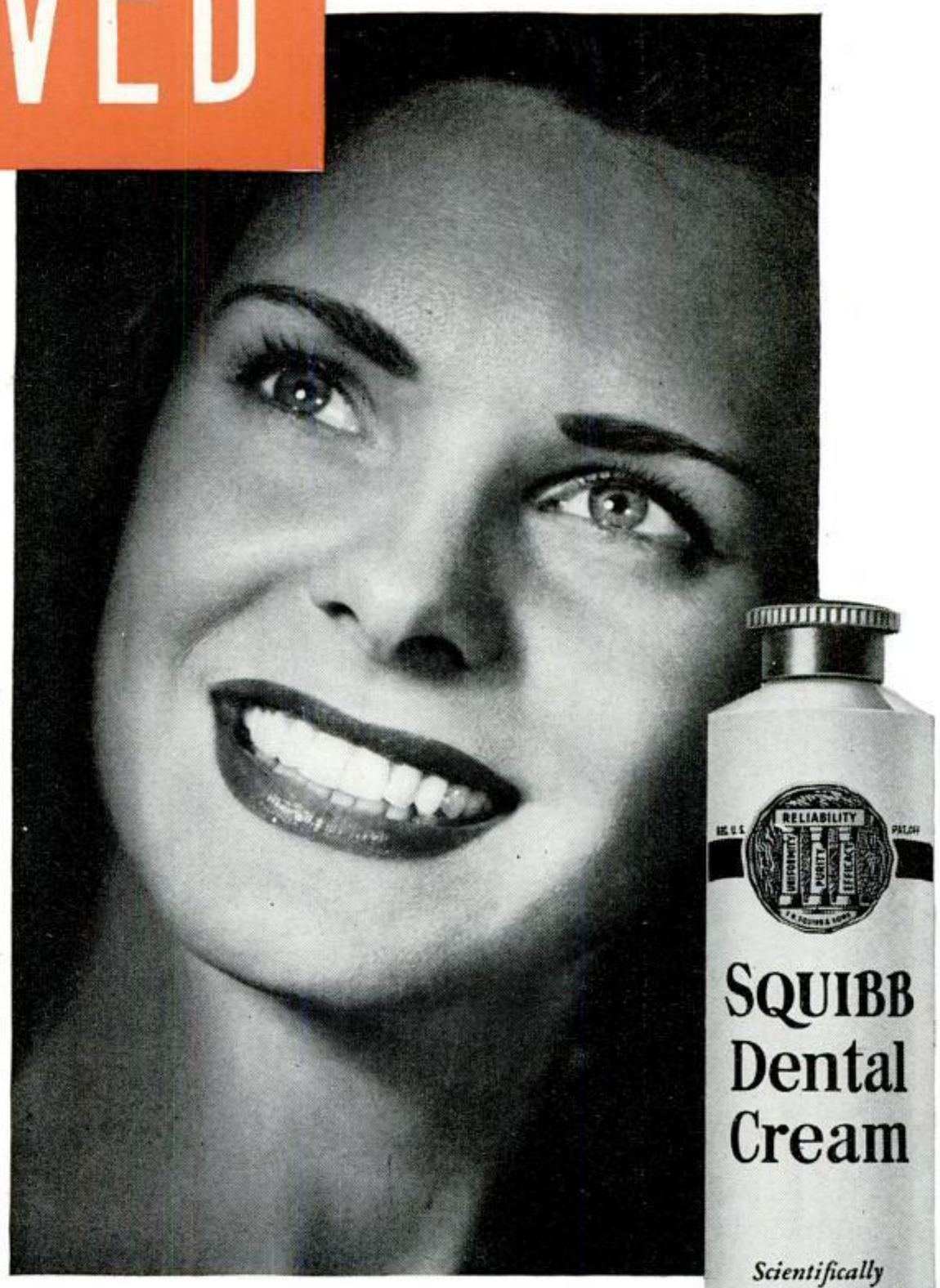
The girl and boy eying each other fondly in the picture above are an embryonic movie star and a war hero with movie ambitions. The young lady is Wanda Hendrix, 19, a contract player at Paramount now receiving warm critical words for her work in *Ride The Pink Horse*. The young man is Audie Murphy, 23, World War II's most decorated U.S. soldier, who won 15 medals including the Congressional Medal of Honor (LIFE, July 16, 1945). He is now in Hollywood with a part in *The Long Grey Line*, a movie about West Point.

At present, however, Wanda and Audie consider each other more important than any career. They are reportedly engaged and the love affair, unlike so many in moviedom, is said to be the real thing. But both principals swear there has been no definite word on marriage. Audie has simply given Wanda his medals—"just for safekeeping."

CONTINUED ON PAGE 108

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action keeps on longer after brushing

You have a new treat coming. New improved Squibb Dental Cream is a new experience for you in longer mouth refreshment. Its refreshing action stays longer on the job. It helps cleaning by staying longer with your brush. It's alkaline. It's flavored with natural, not synthetic, oils. Stays soft in the tube, won't harden, even with the cap off. Ask for it by name—Squibb.

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See for yourself
why **ALLIGATOR**
is the best name
in rainwear!

best for rain
best for style
best for value

Almost any day is an Alligator day!—in drizzles, downpours, chill or dust! Handsomely styled, impeccably tailored, exclusively processed for water repellent or waterproof excellence. Look for the Alligator label when you buy!

BETTER DEALERS FEATURE:

ALLIGATOR
Rainwear
because . . . IT'S SURE TO RAIN!



The Alligator Company • St. Louis • New York • Los Angeles



AUDIE'S MOVIE, now filming at Paramount, is *The Long Grey Line*, in which he appears (*left*) as a West Point cadet. Wanda (*right*) stops by every day to watch him act. Audie was signed to a contract soon after appearing on LIFE's cover.



WANDA'S MOVIE is *Ride The Pink Horse*, a good thriller in which she plays an Indian girl with a yen for Hero Robert Montgomery. Montgomery also directed the film, as is shown by the appearance of his double in director's chair at right.

CONTINUED ON PAGE 111

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"try a

CORONET brandy highball

you'll like its lighter, kinder,

cleaner taste . . . because Coronet itself

is lighter, kinder,

cleaner-tasting!"

lighter with soda...

lighter with ginger ale...

lighter with cola...





Paul Rand

California grape brandy 84 proof. Schenley Distillers Corporation, New York City.

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Magic touch for a Beef Stew!

Company always used to ask how Grandma managed to make her stews taste so much more flavory.

"Lan's sakes — it's easy as rolling off a log," Grandma'd say. "I just add plenty of my Old Fashioned Chili Sauce—that's all. When you consider the tasty tomatoes, and young onions, and green peppers, and crisp celery that go into my Chili Sauce, it's no wonder it gives a lift to a stew."

Add Snider's real Old Fashioned Chili Sauce

But you'll notice Grandma didn't mention all the spices that go into her Chili Sauce. That was *her* secret. And so was the way she cooked it so as to keep it chunky, the old-style country way.

made from Grandma's Secret Recipe!

Naturally, now that Snider's Chili Sauce is famous it's outgrown Grandma's country kitchen — but it's still made from her old fashioned recipe. You're missing a lot if you don't keep a bottle on hand. Better keep two — considering the way folks come back for more. Ask your grocer for Snider's Old Fashioned Chili Sauce today—and see if it doesn't *taste like home!*

Old Fashioned
COUNTRY STYLE
Chili Sauce

Snider's
REG. U.S. PAT. OFF.

VITA-FRESH
Chili Sauce
Old Fashioned Country Style

Besides Snider's Chili Sauce, you'll want **Snider's Catsup** too. Wait till you see the menfolks go for that country style flavor. Made from Farmer Snider's Super Tomatoes, spiced just so—it's the making of many a simple dish.

Snider's
Catsup

Cocktail Sauce
Snider's
Cocktail Sauce

And for folks that like seafood no fish dinner's complete without **Snider's Cocktail Sauce.** It's the *original* cocktail sauce — and you can't beat that zippy tang. Sparks up shellfish or fish of any kind.

Snider's
CONDIMENTS
VEGETABLES
FRUITS

Products of General Foods

...If the Snider Folks put it up — it tastes like home

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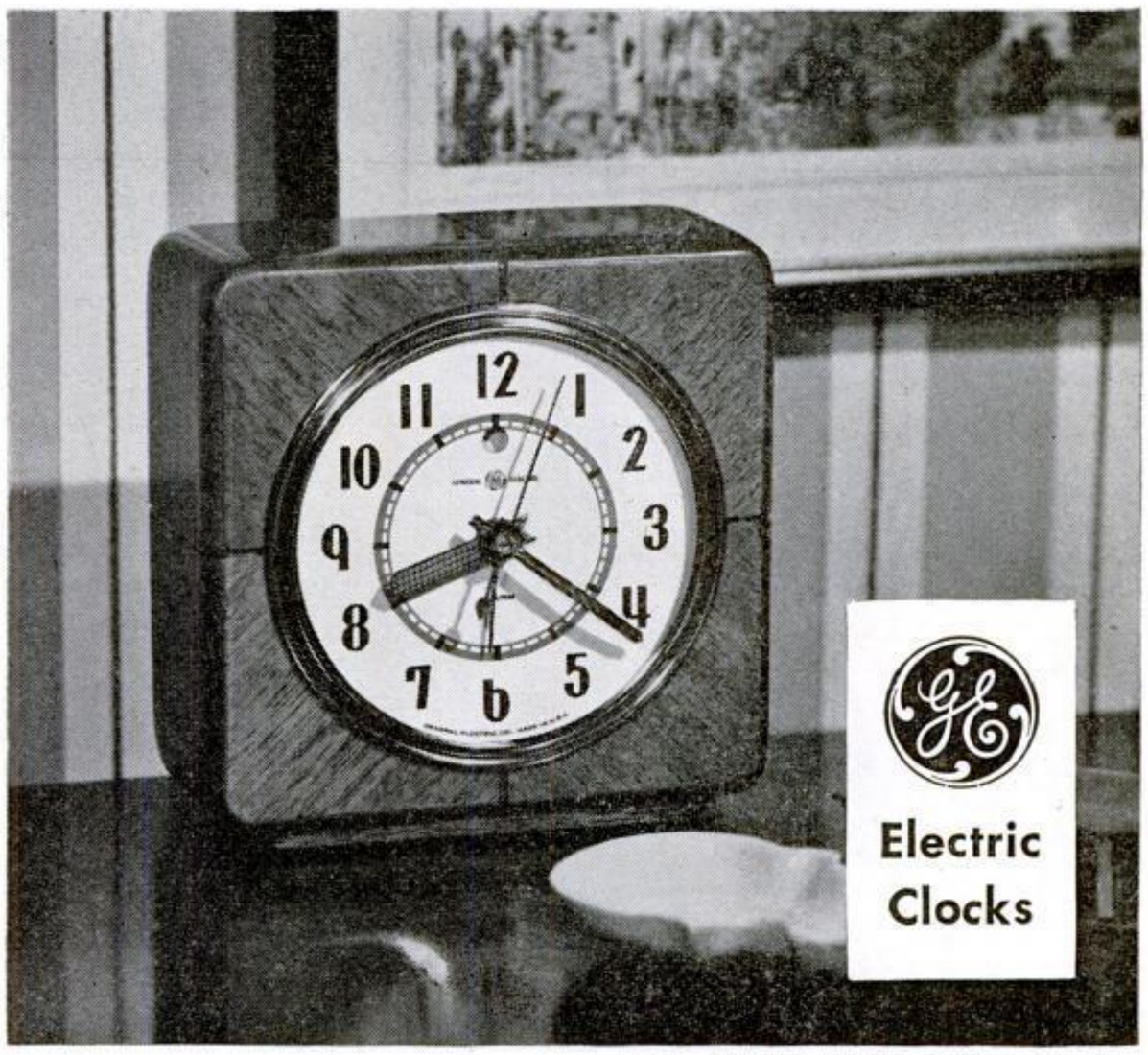


OUT RIDING, Wanda and Audie range the hills of Hollywood as often as they can, also hunt and fish together. Both had rural childhoods, Audie on a Texas farm, Wanda near a Florida logging camp, where her father was sheriff.



AT TEATIME Audie calls frequently at the Hendrix home. Mrs. Hendrix (*right*) thoroughly approves of him. Wanda is closemouthed, claims she has not discussed marriage because "the psychological time has not arrived yet."

Why wind a clock today?
Get a General Electric Clock
and forget it!



The DELEGATE—$9.95, plus tax

In this exceedingly handsome new General Electric Alarm Clock, you see a brilliant example of today's clock-case craftsmanship.

The design is "modern"—in the best sense of the word. The accent is on *grace.* The feature, if one could be singled out, is the unusual beauty of the richly grained golden mahogany. This General Electric Alarm Clock must be seen *to be appreciated!* It's a *honey.*

Self-starting! Accurate! No winding!

In addition to its uncommon good looks, this new Alarm Clock has all the features which have made General Electric Alarm Clocks "wanted most by most people":

No winding—runs electrically.

Noiseless—no distracting "ticktock."

Dependable—wakes you on time, every time.

Accurate—electrically checked by your Power Company to correspond with official Arlington time.

Christmas Gift Suggestion! Don't forget to include General Electric Clocks as gifts on your Christmas list! Prices from $4.95 to $535.00.

Awake to music with Tune-A-Larm! $7.95, plus tax



And here's another General Electric "first"! To start your day with music, just plug your radio into the back of Tune-A-Larm . . . dial your favorite station . . . flick the switches. Come rising time, your RADIO wakes you! Sweet and low, if you wish, or loud and commanding. Nice idea, eh? General Electric Company, Bridgeport 2, Conn.

GENERAL ELECTRIC

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MEDEA

When Euripides' *Medea* was first acted in 431 B.C. in the outdoor theater at Athens, it appeared with three other plays in one of the traditional Greek drama contests. It won only third prize, Greek critics looking down on it for being a bit too radical. But in spite of the critics the tragedy became a smash hit with actors and audiences. Today, some 2,300 years later, *Medea* is again a hit on Broadway and gives Judith Anderson the juiciest role of her distinguished career, as Medea, the Asiatic hellcat.





THE FURY OF MEDEA (*center*) is vented on her ex-husband Jason (John Gielgud) before her house on the

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ANDERSON TRIUMPHS AS A CLASSIC HELLCAT

According to Greek legend Medea was a barbaric princess from the Black Sea coast. She fell in love with the adventurer Jason, used her witchcraft to help him win the Golden Fleece and fled to Greece with him aboard the ship *Argo*. After she had borne him two sons, Jason grew sick of Medea and jilted her for the blond daughter of the King of Corinth. Medea's revenge is the theme of Euripides' tragedy.

To prepare Medea for modern audiences Poet Robinson Jeffers freely adapted the original version, made it seem less like the inevitable tragedy of two ill-fated lovers and more like the study of a neurotic termagant. What makes Medea a memorable hit is the bravura performance of Judith Anderson (*far left*), who for almost two hours without letup claws, moans, shrieks, hisses and writhes in a stunning display of tragic acting. Anderson's output of energy is so exhausting that to build up strength for her bitter role she now gets a spoonful of honey every day in her coffee, another in her ice cream.



MEDEA GLOATS AS NURSE TELLS HOW HER FOES DIED



coast of Corinth. Attended by three Corinthian women and her old nurse (Florence Reed, *sitting*), Medea reviles Jason for jilting her and their two children to marry the King of Corinth's daughter. Says she venomously, "O Jason, how have you pulled me down to this hell of vile thoughts? . . . I loved you once: and I am ashamed of it."

CONTINUED ON NEXT PAGE

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Come over on the Sunny Brook side!



Enjoy the whiskey that's "Cheerful as its Name."

Old Sunny Brook glides down smoothly—and its prime Kentucky flavor is a treat you won't forget. "Come over on the *Sunny Brook* side" for enjoyable drinks.

OLD
SUNNY BROOK
BRAND
Kentucky Whiskey—A Blend

LOOK FOR THIS WATCHMAN ON EVERY BOTTLE

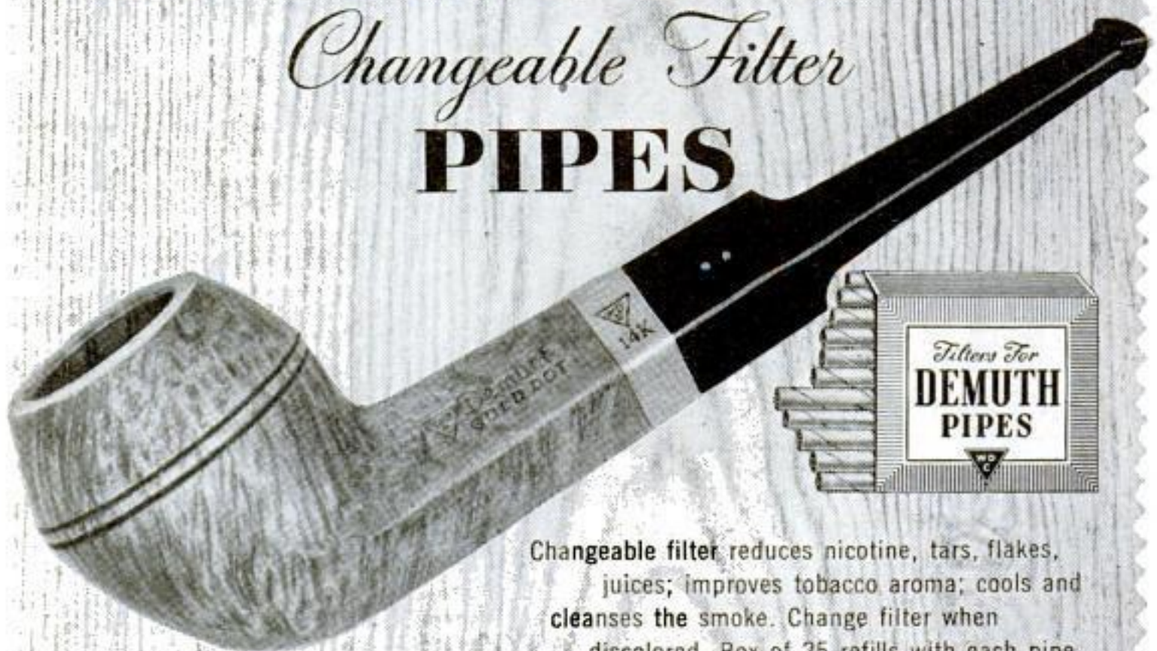
National Distillers Products Corporation, New York • 93 Proof • 65% Grain Neutral Spirits

Presenting the **NEW** *four-fold range of*

DEMUTH

Changeable Filter

PIPES



Changeable filter reduces nicotine, tars, flakes, juices; improves tobacco aroma; cools and cleanses the smoke. Change filter when discolored. Box of 25 refills with each pipe.

IMPORTED BRIAR ROOT

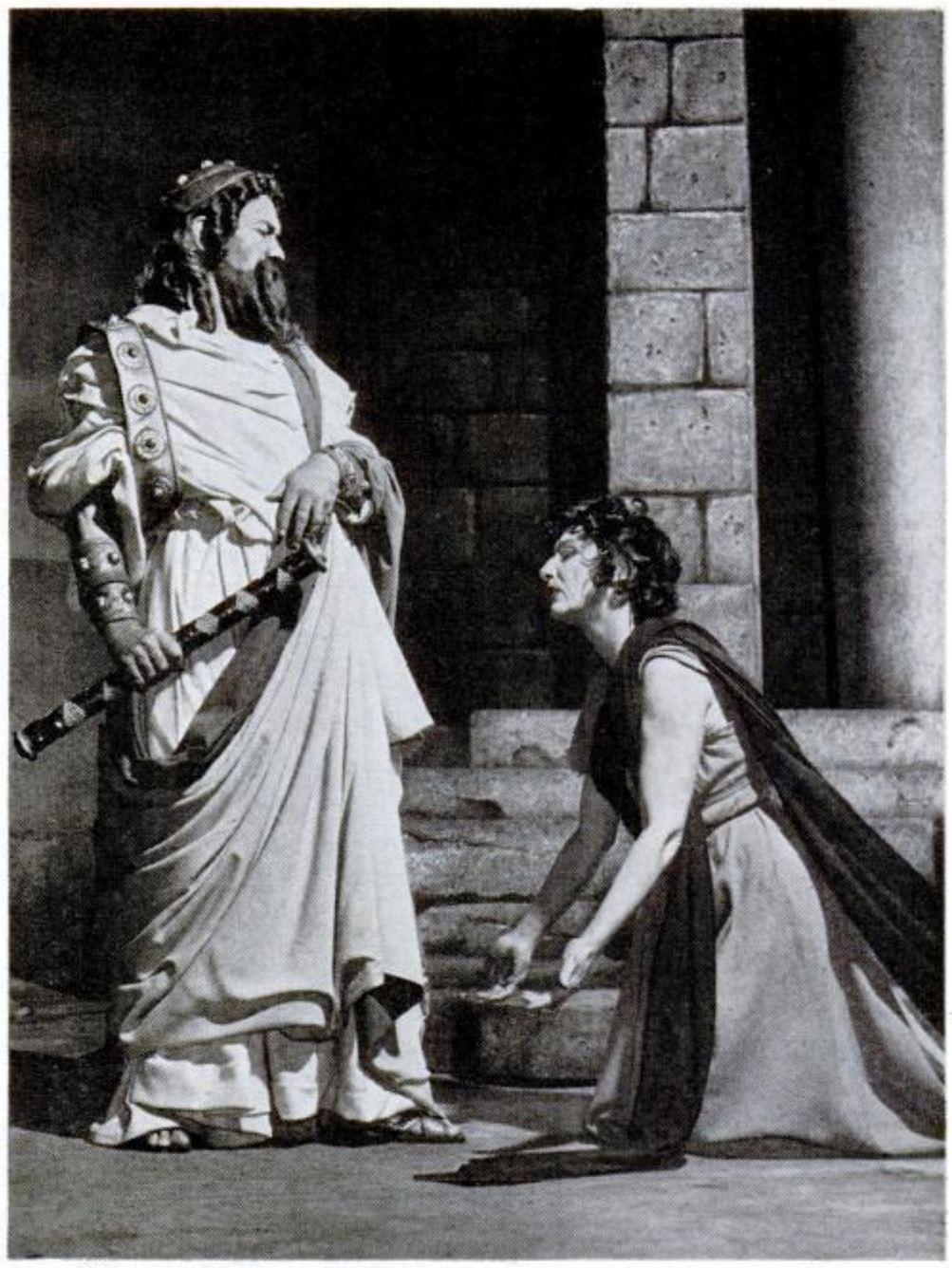
DEMUTH GOLD DOT
Handcrafted pipes with rare natural grain in virgin color. 14K gold band. 25 shapes. With pipe bag & gift box.
$10

DEMUTH ARISTOCRAT
Beautiful light mahogany finish. Shur-lock mouthpiece insures tight fit. 25 shapes. In handsome gift box.
$5

DEMUTH STERLING
Smooth or etched surfaces. Mounted with sterling silver tops and bands. 23 shapes. In attractive gift box.
$5

ROYAL DEMUTH
Smooth or etched mahogany, walnut or exciting unique Antique etched finish. 42 shapes. Handsome gift box.
$3.50

WRITE FOR NEW 1948 STYLE BOOKLET. WM. DEMUTH & CO., INC., NEW YORK 22



MEDEA GROVELS before Creon (Albert Hecht), begging him to defer her exile. Creon fears Medea will take vengeance on his daughter, for whom Jason left Medea. Against his better judgment, he consents to postpone Medea's banishment one day, which is all the time Medea wants to do her devilish deeds.



MEDEA'S TERRIBLE TRIUMPH comes as she shows Jason the corpses of their two beloved sons. She has used her day of grace to murder Creon and his daughter. Now she has butchered her sons, leaving Jason with nothing. "I have done it," gloats Medea, "because I loathed you more than I loved them."

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PURE WOOL
SHRINK-RESIST

FINE FILAMENT
RAYON AND
MERCERIZED
COTTON

FINE
MERCERIZED
COTTON

SOFT COTTON
LINED
SHRINK-RESIST
NEW WOOL

COTTON
AND RAYON

Inter Woven Socks

Tough and Colorful

*World Famous for their remarkable *Wear-Resist Construction . . . Produced on machines specially built for* INTERWOVEN *with* INTERWOVEN *exclusive features . . . Handsome, New, Stylish Designs . . . Wonderful Color Blending . . . You can't beat* INTERWOVEN *. . . the Greatest Name in Socks.*

"Football in the '80s"

BODY—
DUPONT NYLON

"Inter Woven"
SHRINK-CONTROLS

Negafel
SHRINK-RESIST
PROCESS

WOOL
PROCESSED BY
KROY

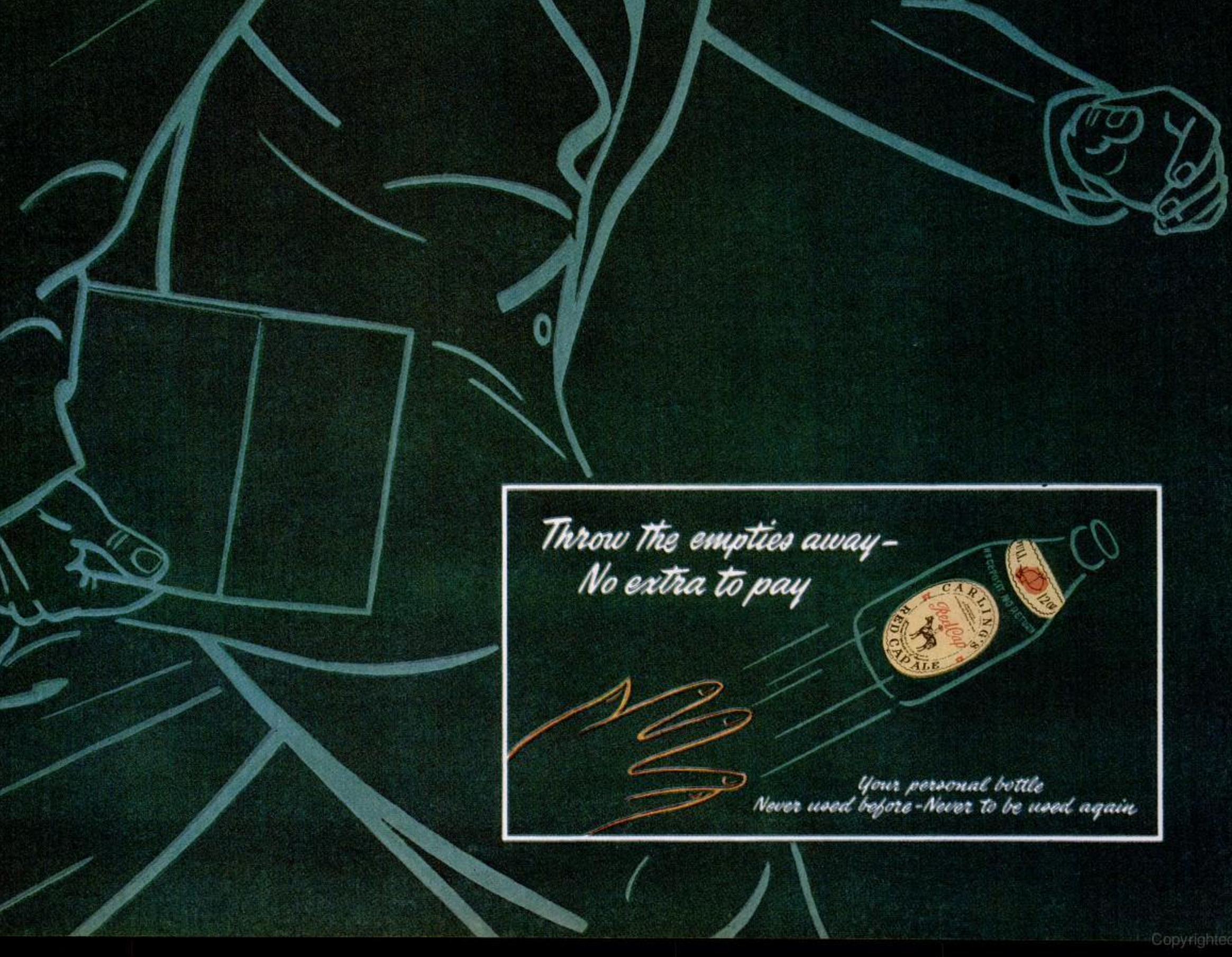
"Inter Woven"
"SHRINK-RESIST"
CONSTRUCTIONS

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STOCKING
COMPANY
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CARL Handy



Throw the empties away–
No extra to pay

Your personal bottle
Never used before - Never to be used again

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ING'S Red Cap Eight

Light weight to take home Nothing to take back



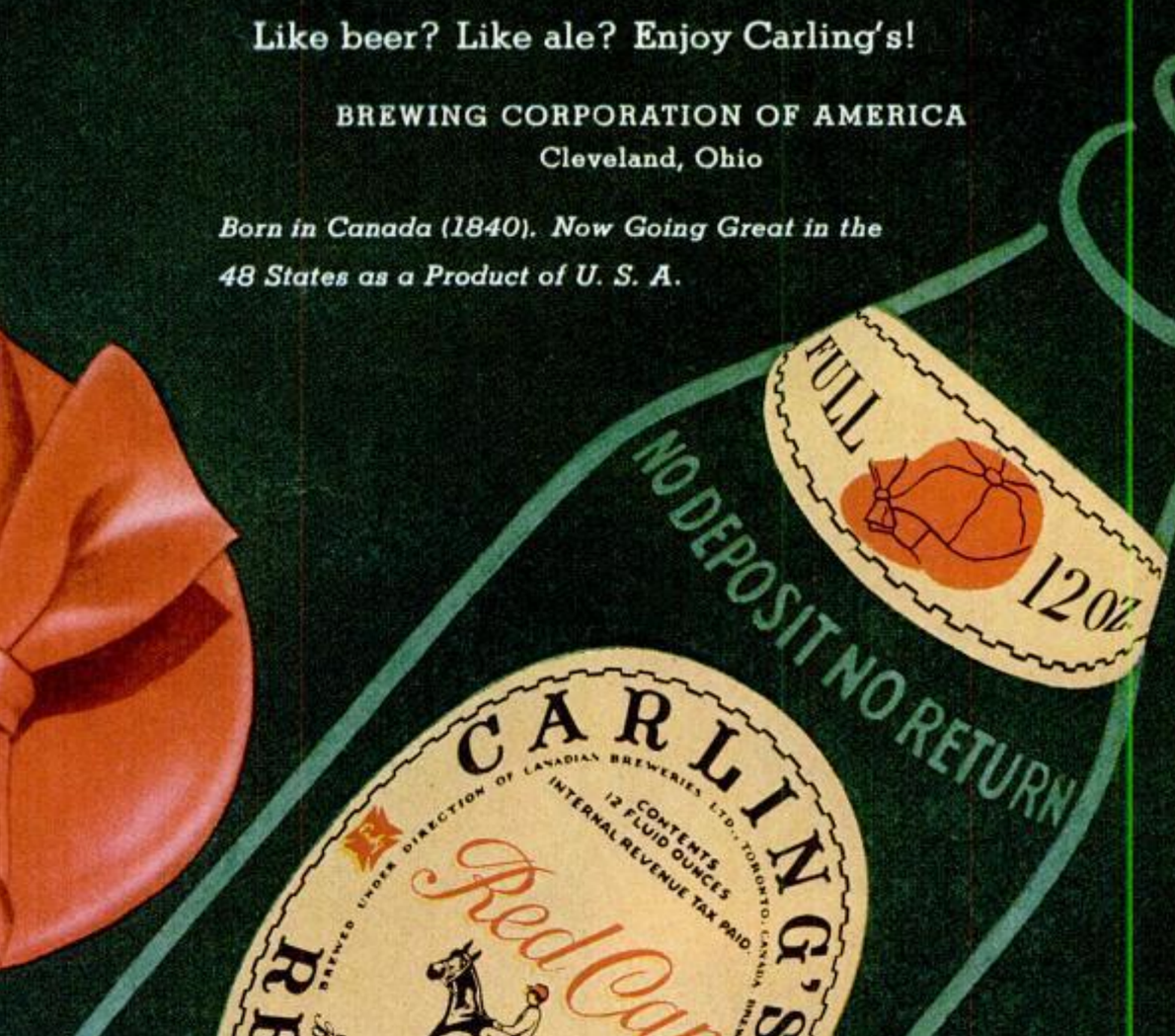
Only a few weeks ago Carling's announced the first throw-away bottle in brewing history at *no extra cost*. The idea caught on like wildfire.

Now Carling's makes another great advance in customer convenience. The neat little package nestling on the Red Cap holds *eight* throw-away bottles. It's hard to believe, but these *eight* bottles when filled weigh the same as *six* old-fashioned bottles—and each bottle holds the same 12 full ounces of this famous brew. No deposit. No return.

Like beer? Like ale? Enjoy Carling's!

BREWING CORPORATION OF AMERICA
Cleveland, Ohio

Born in Canada (1840). Now Going Great in the 48 States as a Product of U. S. A.



Carling's is Light, not logy. Mellow, not musty. Better not bitter. Now at the same price as premium beers.

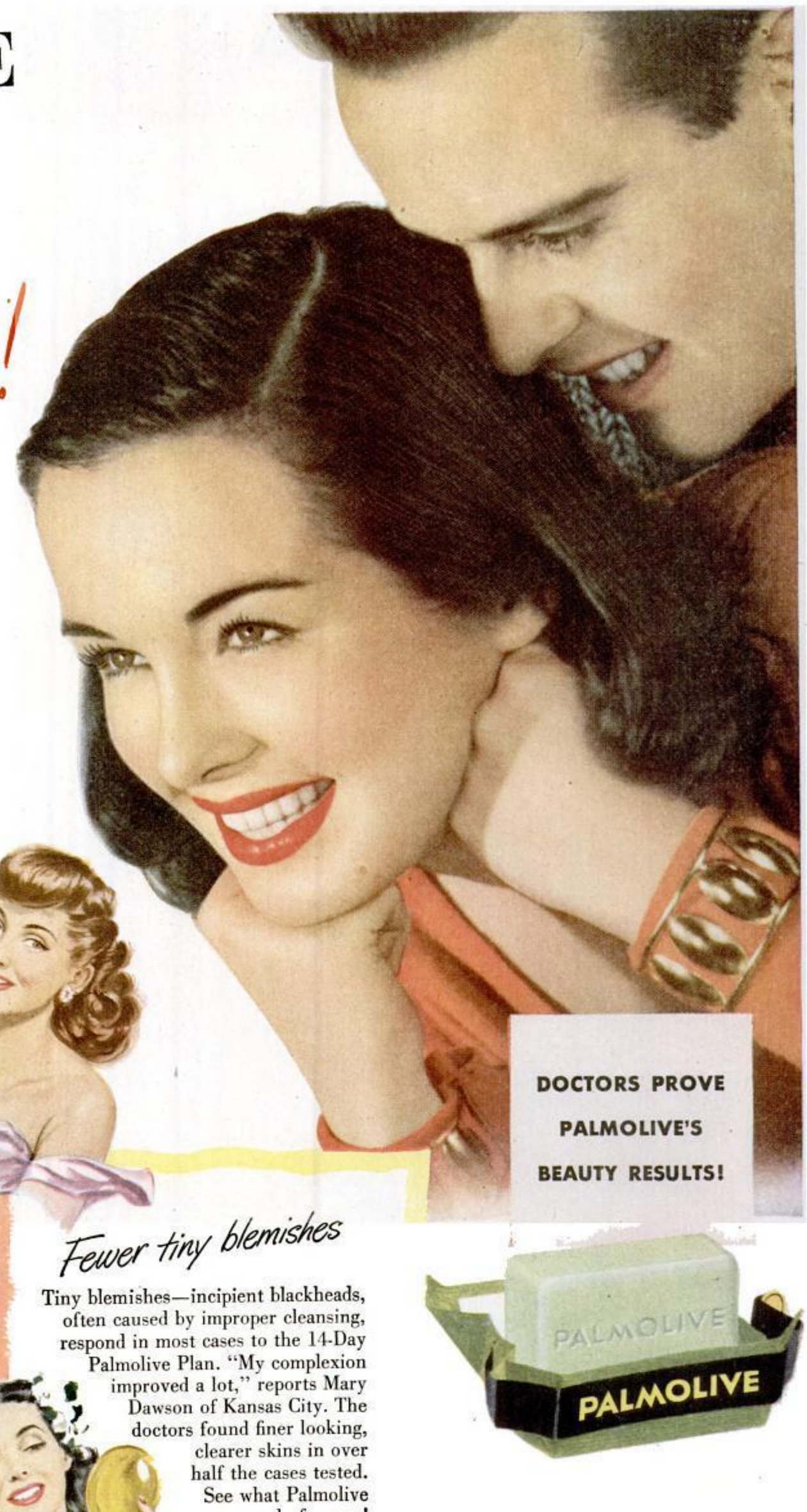
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DOCTORS PROVE

2 out of 3 women can have

Lovelier Skin in 14 days!

YOU, TOO, may look for these skin improvements in only 14 Days!





Less oily, clearer

"My skin became less oily," Doris Barbeau of Minneapolis, reports. Excessive oiliness often leaves skin blotchy-looking—robs it of that clear, lovely look. Yet the 14-Day Palmolive Plan brought definite gains to 89% of the women who had oily skin. See if it won't help *your* skin become less oily—clearer.

Less coarse-looking, smoother

"Skin less coarse-looking in 14 days!" says Barbara Gordon of New York City. The 36 doctors reported almost two-thirds of all the women tested had smoother—actually finer looking skin. Reason enough for every woman who longs for a younger looking complexion to start the Palmolive Plan today!

DOCTORS PROVE PALMOLIVE'S BEAUTY RESULTS!

Fewer tiny blemishes

Tiny blemishes—incipient blackheads, often caused by improper cleansing, respond in most cases to the 14-Day Palmolive Plan. "My complexion improved a lot," reports Mary Dawson of Kansas City. The doctors found finer looking, clearer skins in over half the cases tested. See what Palmolive can do for you!



Remember, 36 doctors—leading skin specialists—tested the Palmolive Plan on 1285 women, and *proved* it can bring 2 out of 3 a lovelier complexion in just 14 days! The women were all ages, from fifteen to fifty. Some had dry skins; some oily; some just average. After a careful examination by the doctors, they were given the Palmolive Plan to use at home. In only 14 days, the doctors agreed 2 out of 3 showed definite, noticeable improvement! Start *your* Palmolive Plan . . . today!



Here's the Plan Doctors Proved:

A Wash your face with Palmolive Soap!

B Then, for 60 seconds, massage with Palmolive's soft, lovely lather. Rinse!

C Do this 3 times a day for 14 days. This cleansing massage brings your skin Palmolive's full beautifying effect.



Fresher, brighter color

"Skin brighter, actually less sallow!" says Dorothy Saunders of Reading, Ohio, after testing the 14-Day Palmolive Plan. The 36 examining doctors report this same important improvement for 2 skins out of 3 among the 1285 women. See if this Plan won't bring *you* fresher skin—and in only 14 days!

P.S. For Tub or Shower—Get the NEW, Big, Thrifty Bath Size Palmolive!

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SIX ODDLY MISMATCHED FEET ARE DISPLAYED ON HIGH-SCHOOL STEPS IN THE MORNING SUN, AFTER OWNERS HAVE SWAPPED SHOES. FAD STARTED IN CHICAGO

HIGH-SCHOOL FADS

THIS YEAR'S JELLS AND QUEENS TRY HARD TO BE DIFFERENT

Every year a new batch of high-school students finds itself in a tough spot: it has to be different all over again. These teen-agers feel they cannot possibly afford to use last year's clothes, customs and language, so they set to work frantically, dreaming up outlandish fashions, strange games and weird vocabularies. Often the fads are momentary. Sometimes they catch on and spread over the country. But seldom do they make much sense. Looking around at the high schools of widely scattered American cities, LIFE comes to the conclusion that this year's fads are born of desperation.

Shoes are one example: loafers and ballet slippers are the rule—but with variations. The strange assortment of feet above illustrates a fad which has started in Chicago. Every morning before school, girls meet on school steps and swap one shoe and sock with a friend. Then they walk around with shoes that do not match. Another imaginative group tears off the heels of its shoes and goes flat-footed. Almost everywhere loafers are worn with bright new pennies stuck under the instep straps. Some groups are experimenting with nickels, dimes and quarters in place of the pennies.

Dallas girls leave shoes pretty much alone. Instead they rub lipstick or mascara in their hair and wander about with pink or black forelocks. Their mothers complain of the "pink pillow" problem, but the girls feel pleasantly different. "Carbon copies," they say with woman's wisdom, "always end up on the shelf."

Their high-school language shows some important changes. Last year's "drop dead" is now "D.D.T." ("drop dead twice") or, more formally, "Please do me the personal favor of dropping dead." A boy who takes up every new fad is a "jell." Last year's "Vout" craze ("melloroony," etc.) has almost disappeared. Now a "square" (one who is not hep) is a "Pierre." A pretty girl is no longer a "viddle vop." A California school has elaborately classified girls as "queens" (prettiest), "chicks" (standard date bait), "pigs" (girls who act cheap), "beavers" (too eager for a date), "beasts" (unattractive girls) and "beetles" (the kind you'd want to hide under a rock if a friend came along). Necking uses old techniques but has some new names. In California it is called "indulging"; in Georgia, "scooterpooping"; in Des Moines, a "giraffe party." Boston has a New England name for it—"making out." In Atlanta the mixed-sexes parlor game of the moment is called "photography." The rules: just turn out the light and see what develops.



SHOE SWAPPING has swept Nichols Junior High School, in Evanston, near Chicago. Teachers think the practice is ridiculous.

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TYING HER SCARF around his neck as fond token, Martha Jean Evans of Atlanta smiles at Dick Caylor. In Des Moines the boy often gives football sweater as a token to his girl. Sometimes couples wear identical sweaters.



WHEN A SODA DRINKER BURPS, ALL THE PARTY MUST

BOWS, BURPS,

In their annual search for something new and different, high-school boys and girls sometimes have to disinter fads popular a generation ago. This year in Dallas, Chicago and Atlanta the girls are wearing big bows in their hair. Since they have never done exactly this before, it passes as something new and wonderful. Some bows stick up like huge ears, and ungallant boys are calling the wearers "rabbits." The demand for heavy arm jewelry has proved the despair of Buick owners. The most popular bracelet today is fashioned out of radiator ornaments swiped from 1947 Buicks. In Michigan a girl collected 65 of them.

HOW TO SAY "HELLO" IN ATLANTA



TWO GIRLS APPROACH EACH OTHER. UNCONCERNED CHILDREN SEESAW IN BACKGROUND



WITH FIRM GRIP ON THEIR SCHOOLBOOKS, THEY START TO DIP AND RAISE HANDS

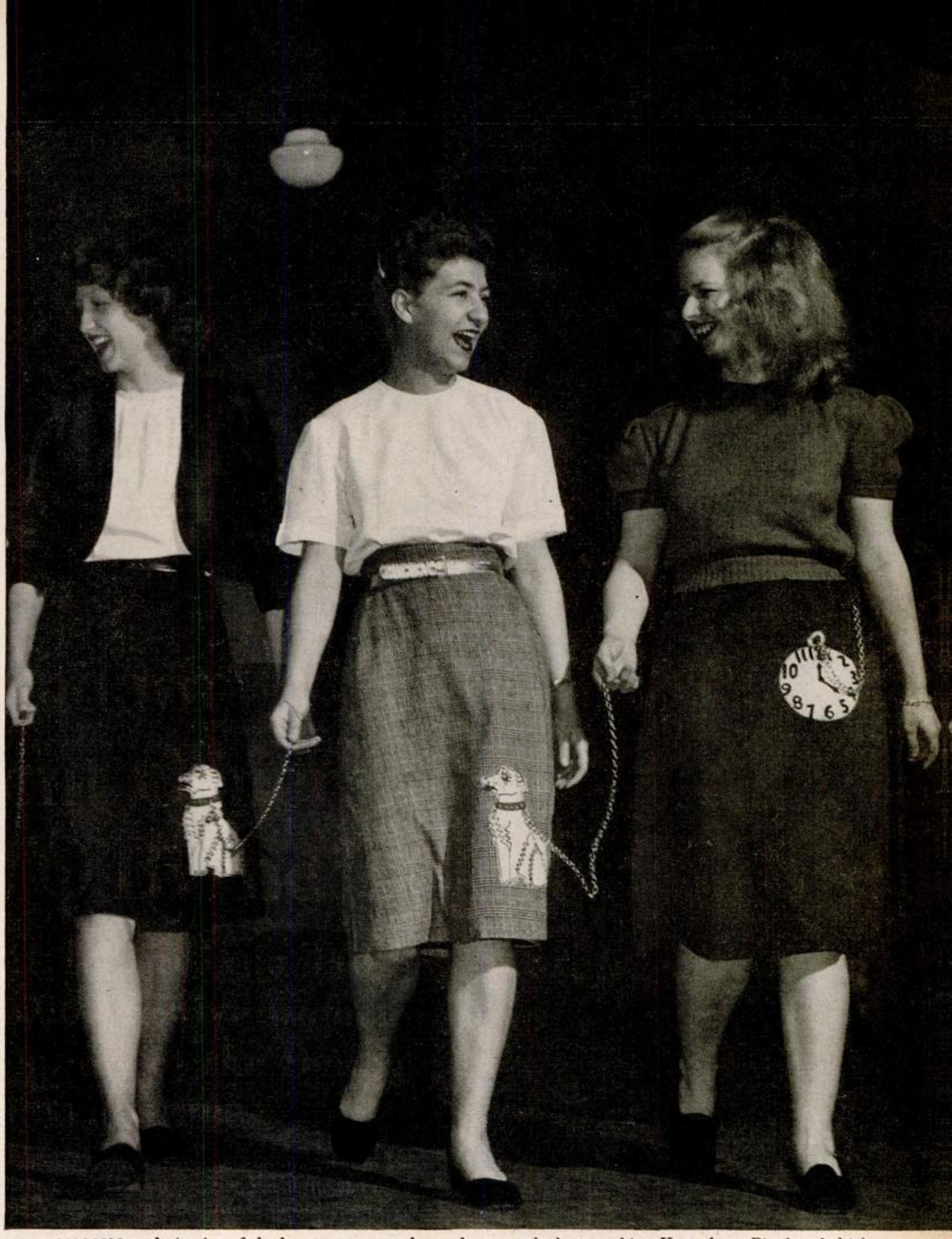
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RAISE FINGER. LAST TO DO THIS SAYS, "EXCUSE ME"

DOG CHAINS

Some of the newest greetings (*below*) and costumes (*right*) are interesting refinements of last year's Vout styles. The intricate finger-raising game (*above*) is back. When someone burps the first person to notice raises a finger and the last person to raise a finger has to say, "Excuse me." The most popular dance tunes are the slow, oldtime songs played by soft and syrupy orchestras like Guy Lombardo's and Sammy Kaye's. In Boston the waltz is coming back. Only a Pierre would be caught jitterbugging this year. "We just like things smoother," said one New Orleans girl. "They last longer that way."



DOG CHAINS, a derivative of the long, copper watch chains worn by the Vouts, are now attached to a cutout dog or a clock on a skirt. Here three Pittsburgh high-school girls walk along, holding on to each other's chain.



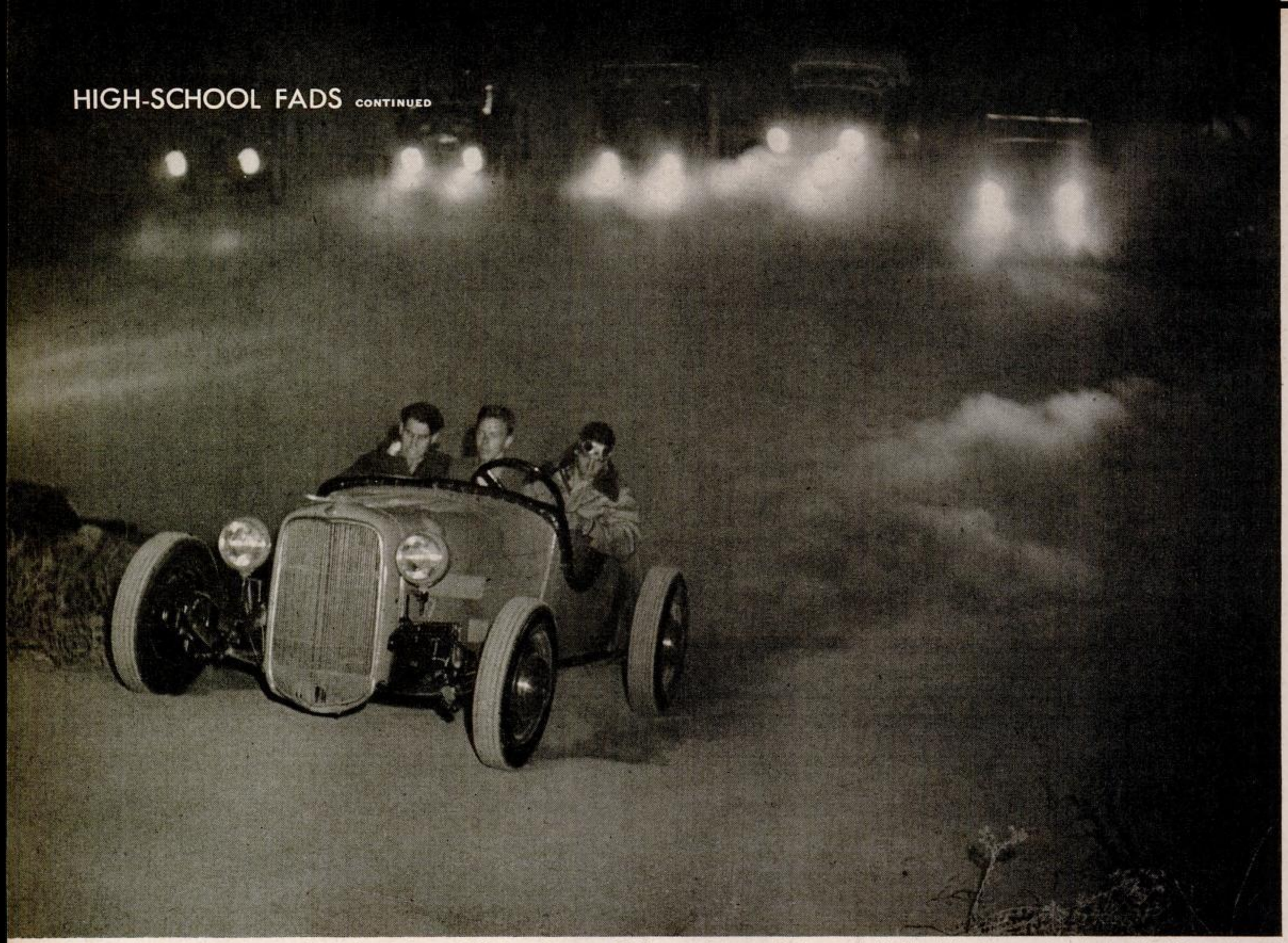
THEY BEND DOWN, RAISE A KNEE AND CURVE RIGHT ARM LIKE A SWAN'S NECK



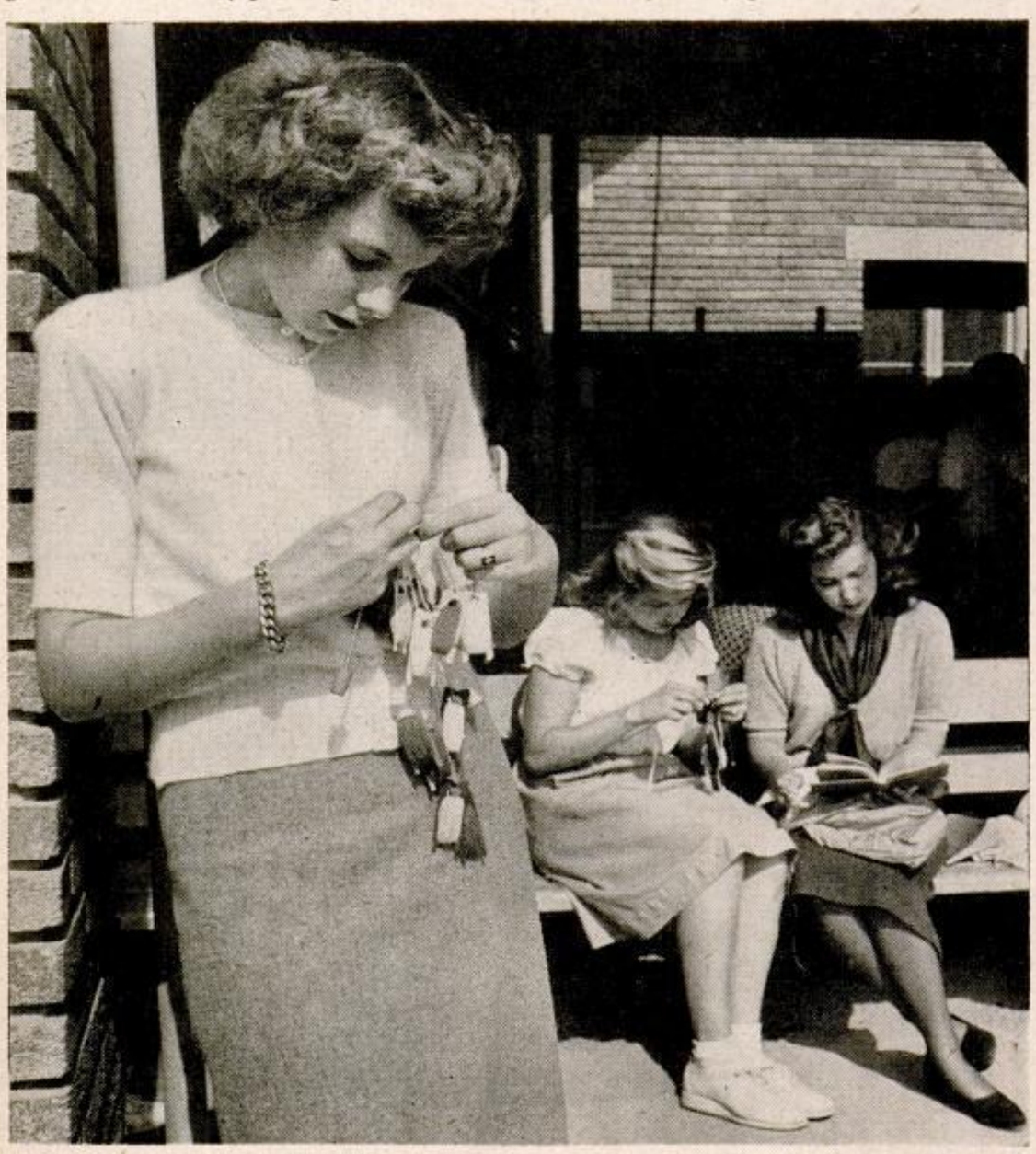
GREETING FINISHED, THEY CONTINUE DOWN STREET AS CHILDREN STILL SEESAW

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A NEW "HOT ROD" tears up a dusty hill at night outside Hollywood on a track lit by auto headlights. California boys used to race old jalopies fitted with rebuilt high-power engines. But now they put emphasis on trim lines and high body polish on their cars. In other cities the boys go for "cold rods"—old cars, painted and polished but unchanged in horsepower. Everywhere the deliberately disreputable jalopy is out. In Dallas fashionable teen-agers insist on shiny convertibles with big initials painted on the doors.



KNITTING ARGYLE SOCKS has become a country-wide hobby. It started when well-dressed boys took to wearing multicolored, diamond-patterned wool socks and created a demand for them. Above: Jean Salmon of Los Angeles knits with nine bobbins of yarn.



WEARING BOBBY SOCKS on her head, Martha Jean Evans keeps the curls in her hair at night. This is a new use for these socks, which are also still worn on the feet. Now colored bobby socks are passé; the well-dressed girl wears nothing but white ones.

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LATEST THING IN CHEERLEADERS, 60 GIRLS WAVING CREPE-PAPER POMPONS, WHIPS UP FOOTBALL SPIRIT IN BEVERLY HILLS, CALIF.



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HOW FIFTEEN YEARS

The First Completely



PRESTON TUCKER

President, Tucker Corporation. One of the nation's top designers and builders of special cars and inventor of many of the improvements in automotive design owned by Tucker Corporation—patents on which have either been issued or are pending.

The Success Story of the Year

YES, millions are already thrilling to the news of a *completely new* car. Not the conventional design with a few annual model changes such as you are being asked to accept as new this year, as in past years. Not just new-*looking*, but new in driving performance, too, with dozens of exciting engineering features never before seen in a volume production car.

TESTED ON THE SPEEDWAY

How Preston Tucker developed these new features in fifteen years of rigid tests is a story of rare vision and courage. During these years he was a partner of the late Harry Miller in building the famous Miller Special cars which won 11 out of 15 annual Speedway Classics at Indianapolis.

In these years Preston Tucker created designs so advanced that even now no conventional automotive plant could produce them in volume without scrapping tools worth millions.

Later, when war came, Preston Tucker went to Washington and developed engineering features for motorized vehicles and aircraft. These and all other war materials were needed in such quantities that the Government spared no expense to create new plants and new mass production techniques.

This is why Preston Tucker today can start from scratch in the largest and most modern plant in the world . . . why he can build a car at a medium price with engineering features which up to now have only been built expensively by hand.

ALL ATTENDANCE RECORDS BROKEN

More than a million and a half motorists have already thrilled to the sight of this exciting new car. In special showings in New York, Chicago, Toronto, St. Louis, Milwaukee, Boston, Philadelphia, Los Angeles, and Washington it has broken all attendance records.

When you see it, you will realize how fortunate you are if you're in the market for a new car. For before many months you can own the first completely new car in half a century . . . a car in the medium- not the high-priced field, yet years ahead in performance, comfort, and in safety, too.

The Facts About Tucker Financing and the Tucker Plant

THE WORLDWIDE response to the recent Tucker stock offering is proof of the confidence the public has in the Tucker Corporation policies. The completion of this financing program now gives the Tucker Corporation ample working capital from the sale of stock and from dealer franchise sales.

As a result, the War Assets Administration has now given Tucker Corporation a long-term lease on the great former B-29 engine plant in Chicago with option to buy.

This plant—now the *Tucker Plant*—is the largest, most modern automotive plant in the world. It is ideally suited for making a completely new car. It was laid out by automotive men for the most economical volume production, built by the Government and equipped with the newest, finest, automatic machines for volume production.

Only a manufacturer starting fresh in a plant like this could build the Tucker '48. Only an executive with Preston Tucker's background and determination to build such a car could lead so many top automotive men to pool patents, talents and resources in a common cause.

Already production lines to turn out a thousand cars a day are being set up in this plant.

These men are the builders of the Tucker '48

Preston Tucker heads a group of executives who are honored names in the automotive industry. Each has left his imprint on the methods of manufacture and distribution of motor cars in use today.

Now these men are making automotive history all over again, building a car that will be the inspiration of engineers for years to come.



Fred Rockelman, Executive Vice President, Director of Sales. Formerly President Plymouth Division of Chrysler Corp. and General Sales Manager Ford Motor Co.



Lee S. Treese, Vice President, Charge of Manufacturing. Formerly Production Executive of Ford Motor Co.



K. E. Lyman, Tech. Asst. to the President. Engineering consultant with long Borg Warner and Bendix experience.

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OF TESTING PRODUCED

New Car in Fifty Years



You'll Step Into a New Automotive Age when You Drive Your

Tucker '48

The Amazing SAFETY FEATURES of This Car Will Set a FUTURE PATTERN for the Industry

Entirely New Safety Features. Conventional instrument panel replaced by attractive sponge rubber crash-board cowl, under which is spacious safety chamber protected by steel bulkheads. Front seat occupants can drop into this space in a split second in case of unavoidable collision... The center "Cyclops Eye," located between special focussed-beam headlights, turns with the wheels to light way around curves and corners ... Rear-engine design has lower center of gravity than any other mass production car, making it virtually impossible to overturn.

Rear Engine. 150-horsepower, flat opposed 6-cylinder engine located below level of passengers. More power for weight of car than any automotive engine ever built. Prevents fumes, heat and noise from flowing back through the passenger compartment.

Electronic High Frequency Ignition delivers a hotter, more lasting spark. Gas in the cylinder is completely consumed, thus doing away with engine knocks. Assures all-weather push-button speed in starting.

Precision Balance. The unique Tucker design distributes weight to give maximum safety, maximum power transmission, hairline steering and driving control, and — for the first time — complete four-wheel traction in braking. Only a rear engine can achieve precision balance — for years the goal of automotive engineers.

Single Disc Brakes. There are no conventional brake bands to wear, no periodic adjustments. These new-type, air-cooled hydraulic brakes are 63% more effective, have 2½ times more braking surface than conventional brakes. Insure straight-line stopping (even on ice) without jostling passengers. The same type brakes that stop fast-landing military planes without skid or turn.

Individual Wheel Suspension. The new Tucker individual wheel suspension cushions each wheel by its own rubber torsional action arm, actually erasing shock instead of simply softening it. This unique suspension system also eliminates gyroscopic forces, thus preventing the Tucker '48 from veering with the wind and weaving or pitching at touring speeds.



M. W. Dulian, Sales Manager. Formerly Sales Executive Buick Div. of General Motors, with long experience at Dodge and Studebaker.



Herbert Morley, Vice President and Director of Procurement. Formerly Plant Manager Detroit manufacturing units of Norge Division, Borg Warner Corporation.



Ben Parsons, Vice President, Chief Engineer. Former consultant and internationally known authority on simplification and fuel injection.

A Completely New Car —

Yet with Engineering Principles Completely Proved

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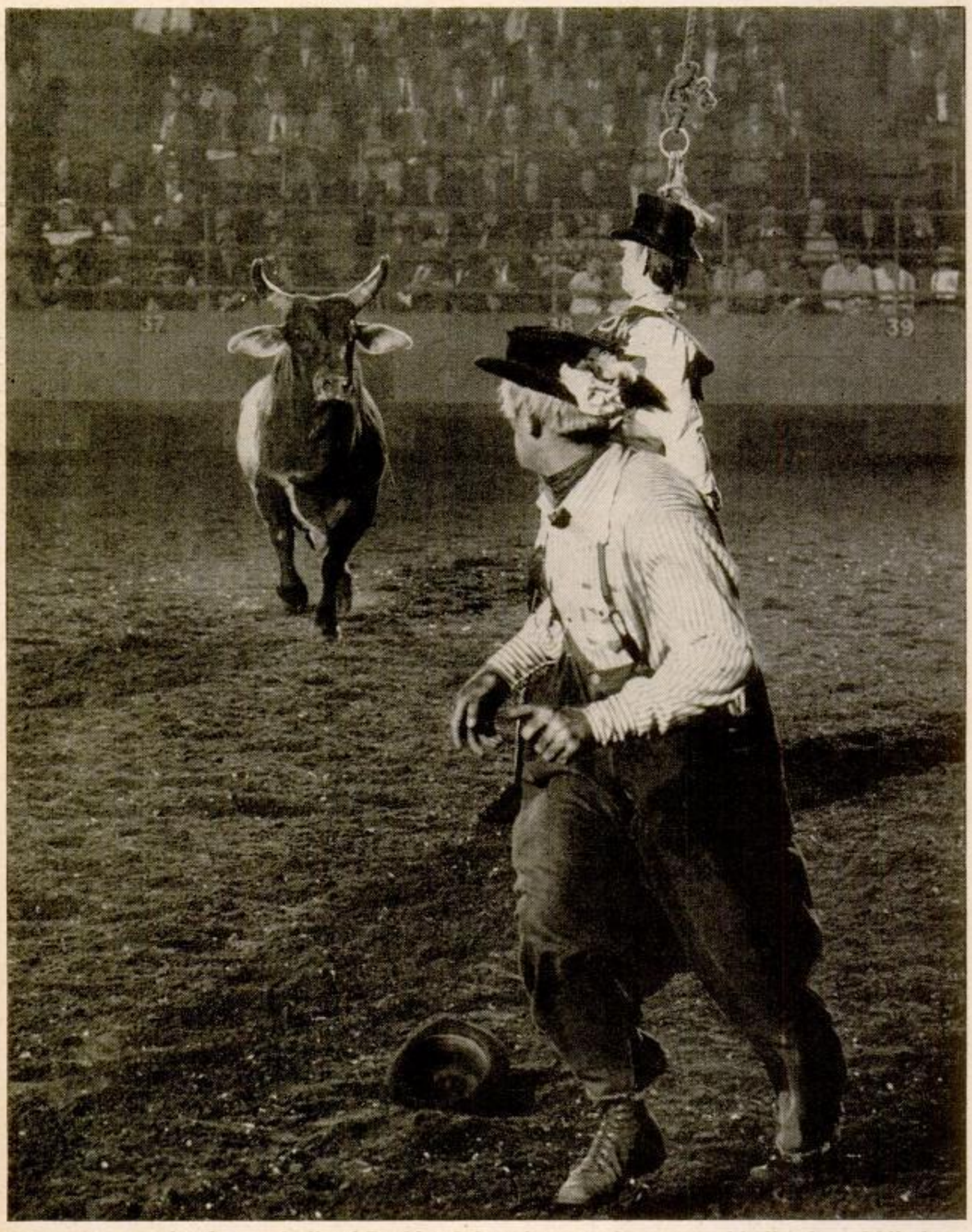
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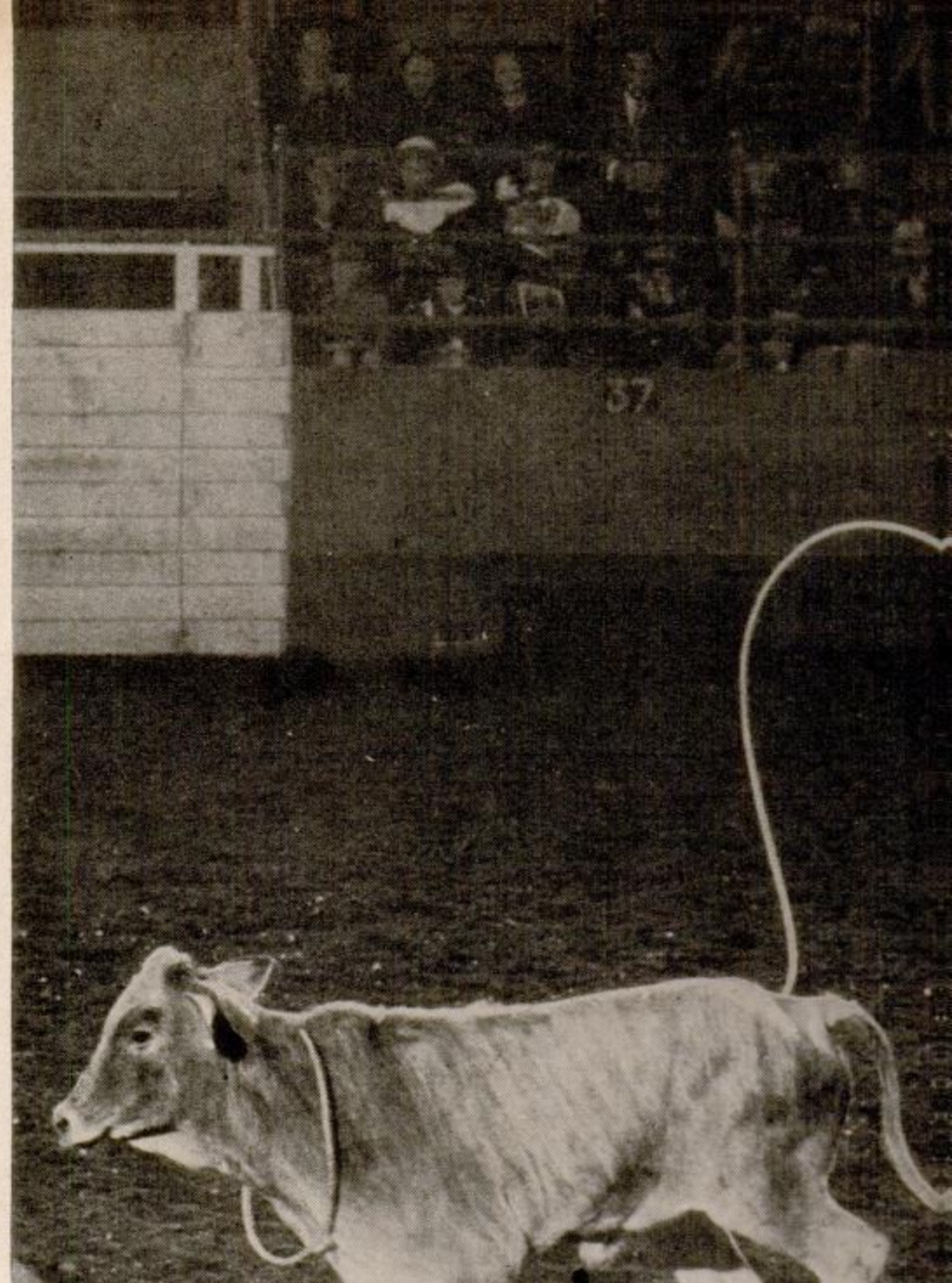
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BRONCO RIDING, in which Bill McMacken tries to stay in the saddle for the full 10 seconds, has $30 entrance fee, top daily prize of $475. Forty-four competed, only six won prize money.



CLOWN ACT by George Mills of Pueblo, Colo. (*foreground*) is part of bull riding. Mills baits bull with hat or handkerchief, then runs for safety. Dummy (*behind Mills*) gets butted furiously.



AS PAT PARKER'S ROPE SETTLES ABOUT THE NECK OF A SPEEDING CALF

BIGTIME RODEO

Madison Square Garden purse is richest of all but the cowboy still works a lot for a little

By any standard the cowboys who compete in professional rodeo are in a tough business. Almost all of them have broken several bones, riding and roping in the 1,000 rodeos held every year in the U.S. The prize money hardly seems commensurate with the risks they take and the lunch-wagon food they eat. Contestants get no expense money, and it is a rare cowpoke who clears $5,000 a year riding the rodeo trail.

How hard the cowboys have to work for their living is dramatically illustrated by the high-speed action photographs on these pages. They were taken at Madison Square Garden's 22nd annual rodeo in New York City. The 190 cowboys who rode bucking broncos (*above, left*) and saddled wild horses (*opposite*) were the best rodeo performers in the country. Even so in 53 performances three fourths of the contestants were injured. And although the purse of $155,400 was the richest in rodeo history, only about half the cowboys made a little profit above their expenses. The rest were lucky to make enough for coffee and beans.

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HIS COW PONY, BLACK SAMBO, AUTOMATICALLY BRACES FORELEGS FOR A SUDDEN JERK. IN HIS TEETH PARKER CARRIES ANOTHER ROPE USED TO TIE UP THE CALF

WILD-HORSE RACE allows 24 men to compete. Eight horses are released from the chutes (*left*) and each is attacked by a team of three. Two men hold the horse while one saddles and mounts, then races for finish line at other end of arena. At each performance Hollywood Cowboy Gene Autry sang cowboy songs. But he entered no contests.

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RKO's PIC-TOUR OF THE WEEK



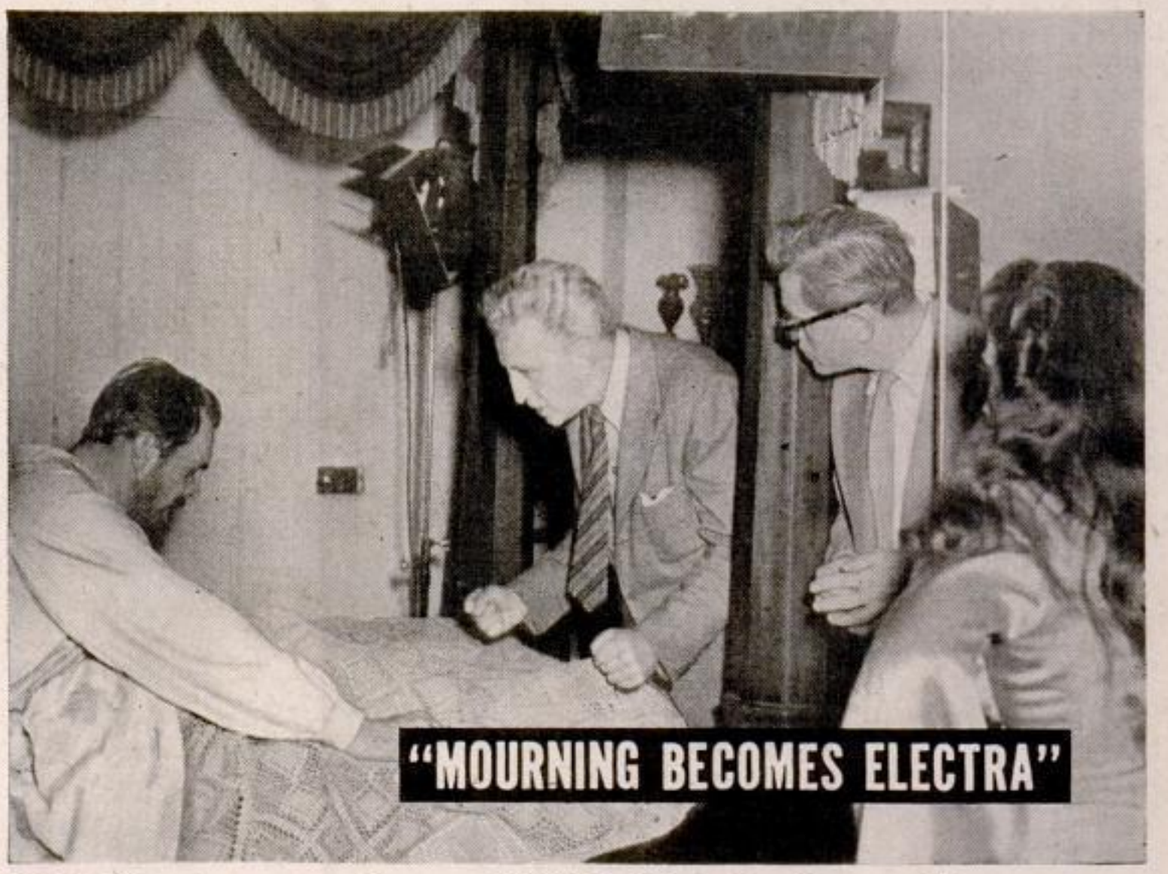
ON LOCATION IN BERLIN. Joachim von Ribbentrop's bullet-proof car serves MERLE OBERON during filming, near Reichschancellery, of RKO's *Berlin Express*. Assisting star is husband, Lucien Ballard, ace cameraman. Cast includes ROBERT RYAN, CHARLES KORVIN, PAUL LUKAS.



LAUGHTER rings out on Leo McCarey's *Good Sam* set, as GARY COOPER and ANN SHERIDAN, rigged in costumes for charity bazaar sequence, engage in polite horseplay. A rousing comedy about a too-good samaritan, *Good Sam* will rank high on 1948's *must see* list. A Rainbow Production.



WINNING charm of IRENE DUNNE shines brighter than ever before in George Stevens' *I Remember Mama*, film version of Broadway stage hit. Here, glamorous Irene is seen as the unforgettable "Mama." Co-stars are BARBARA BEL GEDDES, OSCAR HOMOLKA, PHILIP DORN.



TENSION grips cast and crew of RKO's *Mourning Becomes Electra*, as Producer-Director Dudley Nichols rehearses RAYMOND MASSEY in dramatic scene. Star cast includes ROSALIND RUSSELL, MICHAEL REDGRAVE, KATINA PAXINOU, LEO GENN, KIRK DOUGLAS.

THESE BIG RKO PICTURES WILL SOON BE SHOWN AT YOUR THEATRE

RKO RADIO PICTURES

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Madam President General Mrs. O'Byrne

A serene little Indiana lady manages 158,000 restive women who are members of the D.A.R.

by ANGELICA GIBBS

FEW high offices in present-day America make more arduous demands on their incumbents than does the Presidency General of the National Society, Daughters of the American Revolution. In order to preside over some 158,746 mature and combative women, each of whom has sworn before a notary public that she is descended neither from Tory nor from polygamist, a D.A.R. President General should, ideally, have a working knowledge of protocol, tree-planting, oratory, finance, genealogy, cornerstone-laying and public relations. She should also possess an almost indestructible digestive system. It is small wonder, then, that when Mrs. Estella Armstrong O'Byrne, a white-haired, none-too-sturdy-looking Hoosier, was declared President General of the D.A.R. at 3:20 a.m. on May 23, 1947, her first statement was that she feared her ribbon would prove too wide. This was not, of course, intended to be interpreted literally, although the new official's husband, Roscoe C. O'Byrne, a former Indiana circuit-court judge and a man with a high regard for minutiae, had occasion later on to measure the official moiré ribbon and to report that "the damn thing's 5 inches wide." The breadth Mrs. O'Byrne had in mind was that of her official responsibility. During her three-year term of office she is expected to keep an eye on 2,592 chapters, located here and abroad; on 11,821 Children of the American Revolution who, it is hoped, will switch over to the adult branch when they are 18, and on 7,337 D.A.R.-sponsored clubs with much the same program as the C.A.R. but composed of 241,335 less fortunate young whose forefathers had no chance to get in a pot shot at the British, and who are therefore known rather depressingly as Junior American Citizens. Not nestled under Mrs. O'Byrne's wing, at this writing, are the adult descendants of the more than 3,000 Negroes who fought in the American Revolution, one of whom, Crispus Attucks, was the first American to be killed. A society called the Improved Daughters of the American Revolution was formed in 1946, however, to help remedy this situation.

In addition to keeping watch over the membership of the society the President General must supervise its working budget of around $750,000

CONTINUED ON NEXT PAGE



MRS. ESTELLA A. O'BYRNE ornaments the rose dress that helped elect her, with bejeweled presidential medal and only one of the two ribbons she is entitled to wear.

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Lovely JOAN MURRAY, selected as Miss Stardust of 1947, now a Walter Thornton Pin-Up Girl.





THREE DAUGHTERS of Brookville D.A.R. chapter are (*left to right*) Miss Bess Kidney, Miss Leota Stout and Mrs. O'Byrne. Mrs. O'Byrne's campaign was warmly supported by the Stout-Kidney delegation to D.A.R. convention.

MADAM PRESIDENT CONTINUED

and its $2,636,672.38 collection of tax-exempt Washington real estate. It has been estimated that the problems arising out of the guardianship of Constitution Hall, one of the society's three handsome buildings, have taken about 10 years off the life expectancy of each of the six President Generals holding office since the hall was completed in 1929. Just why anyone should want to assume such burdens is something of an enigma. Many women do, however, and battle with no holds barred to get elected to them. Even less exalted positions in the society seem to have a tonic effect on Daughterly systems. One woman, reputed to be on her deathbed at the time of her recent election as Honorary Vice President General, rose up immediately afterward and has been in radiant health ever since.

Mrs. O'Byrne, contrarily, had no desire at all to run for the office of President General. Even more revolutionary than this, from the D.A.R. point of view, is her detachment about insignia, ribbons and regalia, all of which are also considered invigorating. If she wished, Mrs. O'Byrne might display no less than 10 trinkets on state occasions, ranging from the impressive President General's pin down through the relics of her past offices and ending up with two metal bars inscribed with the names of Alexander Sleeth and Philip Young, the hardy ancestors whose Revolutionary efforts entitle her to D.A.R. membership. But such is Mrs. O'Byrne's modesty that she has no need for the supplementary ribbon issued to Daughters who run out of space on their original, 12-inch one. "I remember one Daughter who even turned up at a tea with a *third* ribbon," she reminisced recently with tolerant amusement. "It was of black velvet and linked the one over her left breast (that's for insignia) with the one over her right, where you're supposed to pin your flowers. She was wearing the emblems of at least 10 other patriotic societies that day."

"Comfy soul"

MANY Daughters belong to as many as eight patriotic organizations, ranging from Daughters of the Founders and Patriots of America to the Huguenot Society of America. Mrs. O'Byrne herself belongs to only the D.A.R., although she is eligible for membership in a number of others. She disapproves of immoderate ancestor-worship, especially when it interferes with efficiency. During her three-year tenure as Registrar General she even risked her political neck in a directive to the effect that new applications for membership be processed before "supplementals"—the latter being requests for the registration of additional forebears, entitling members to extra ancestral bars. This highly unpopular policy speeded things up considerably in the Registrar General's office and contributed, in a large degree, to the 23,864-woman rise in membership in those three years.

Also revolutionary in D.A.R. circles is Mrs. O'Byrne's conversational economy. In recent years she acquired the nickname of "The Sphinx" in high official circles, mostly because she never opened her mouth in meetings unless she had something pertinent to say. During her campaign for the Presidency General her friends deplored her lack of the lush eloquence which distinguished Mrs. Julius Young Talmadge of Athens, Ga., who was President General at the time. Mrs. Talmadge, however, had no doubts at all about Mrs. O'Byrne. "She has a wonderful mind," she wrote recently to a friend. "In all the problems and issues that came to me during my three hectic years [as President General] Mrs. O'Byrne was my

CONTINUED ON PAGE 132



Whenever I hear "Wunderhose" I prick up my ears! Absolutely my *favorite* hosiery for every kind of wear —sheer seam-free for sport, tailored-seams for every day, and lovely full fashioned for "big dates." And I don't forget Wunderhose anklets—I have lots of them in every color. Wunderhose comes in slim-leg styles, too. And nylons.





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2. "Say, this makes sense!"



3. "It's a conspiracy! All you Maytag owners give me the same answer!"...

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THREE—If you prefer, write to The Maytag Company, Newton, Iowa, for names of owners in your community.

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confidante. She is SAFE, sincere and sound, and is considered by many to be the ONE and ONLY member in whose hands the affairs of the Society would be SAFE."

"I also call her COMFY SOUL," Mrs. Talmadge reported after the election. This nickname, it is felt, is less apt than The Sphinx. Even in her home town of Brookville, Ind. Mrs. O'Byrne is regarded as being too efficient for complete comfy-ness, although she has made an effort since her election to be a little more folksy than before. "You don't just drop in and chat with Mrs. O'Byrne the way you do with ordinary people," a Brookville Daughter says wistfully. "You go to see her at the appointed time, talk over your business, and before you know it you're at the front door again, with everything neatly settled."

Although Mrs. O'Byrne is a "clubwoman" in the strictest sense of the word, nothing about her appearance suggests that much-cartooned stereotype. Her weight, for one thing, remains satisfactorily around 123 pounds except at election times, when it takes a rapid nose dive. Her white hair is precisely and becomingly upswept, her backbone as straight as if she had spent a large portion of her youth strapped to a backboard in the manner of her Colonial ancestors. Her clothes are simple but well cut, her manner unaffected and pleasant. Her blue eyes, behind pince-nez glasses, light up with enthusiasm when she gets talking about her forte, which is "detail work." She is, apparently, most content when confronted with a long row of figures or with a knotty genealogical problem requiring hours of research in moth-eaten archives. If, as sometimes happens, the conversation chances to take an uncongenial turn, her eyes assume a somewhat distant, frosty look. Then it is obvious that she could deal decorously but firmly with even the most obstreperous modern counterpart of a Green Mountain Boy or even with a reincarnated Tom Paine, should he start airing his political views.

"I want to be a Daughter"

THIS tranquil firmness is a valuable asset in any D.A.R. President General, for the society has always been turbulent. It was founded in 1890, after a journalistic bugle call was sounded in the Washington *Post* by a Mrs. Mary S. Lockwood, who deplored the "one-sided patriotism" of the newly organized Sons of the American Revolution in refusing admission to females. This article so abashed Mr. William McDowell, a prominent Son, of Newark, N.J., that he urged any women interested in founding their own society to get in touch with him. To his dismay McDowell soon had rival factions on his hands. On one side were lined up Mrs. Lockwood, Miss Eugenia Washington, Mrs. Ellen Walworth and Miss Mary Desha, who claimed the whole thing was their collective inspiration; on the other, arms akimbo, stood Mrs. Flora Adams Darling, who said she had got there first. Nobody since has figured out exactly what happened except that Mrs. Darling finally got bounced not long after she had written on the back of McDowell's application blank for honorary membership in the D.A.R.:

I want to be a Daughter and with the Daughters stand,
A crest upon my paper, a check within my hand.
And there among the Daughters, so radiant and bright,
I'll ring them into glory; the pull I have is right.

After composing this disillusioned quatrain, Mrs. Darling flounced off and started the United States Daughters, 1812, an organization which has led an uneventful existence since. The D.A.R. later proclaimed her four rivals to be Founders. Nowadays a statue put up in their honor stands on the society's grounds in Washington, and each year Mrs. O'Byrne will reverently lay a wreath at its base. Another of her official chores is to reply to annual greetings from a representative of the Sons, only 2,000 in all. "You may be called the big sister of the family and we the little brother," Mr. A. Herbert Foreman, President General of the S.A.R., told the assembled members of the D.A.R. this year.

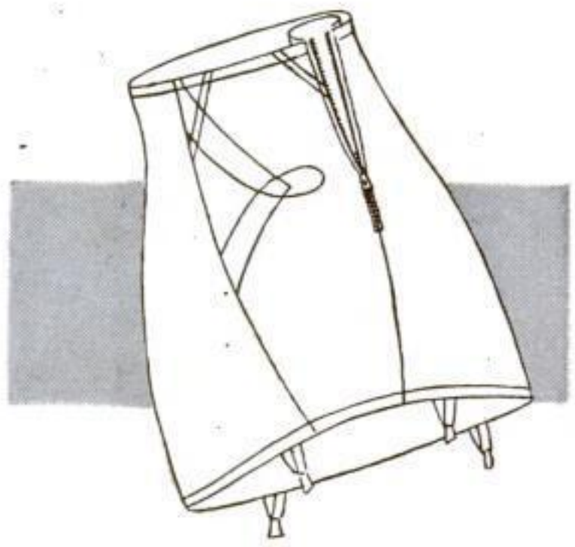
For some time after its founding the D.A.R. was primarily a patriotic society, perhaps not as exclusive as the Daughters of the Barons of Runnemede, as bellicose as the United Daughters of the Confederacy or as specialized as the Daughters of the Republic of Texas, but full of zeal in the restoration of dilapidated landmarks. In the early '20s, however, it began to make portentous pronouncements on national issues. These were usually greeted with rage or with hilarity by the public, leaving D.A.R. members with the feeling—still current among them—that they were the most misunderstood bunch of well-doers in America. In 1929 Mrs. Helen Tufts Bailie, after being expelled abruptly from the society, offered an explanation of this phenomenon. In an article protesting the D.A.R.

CONTINUED ON PAGE 134

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BY FLEXEES

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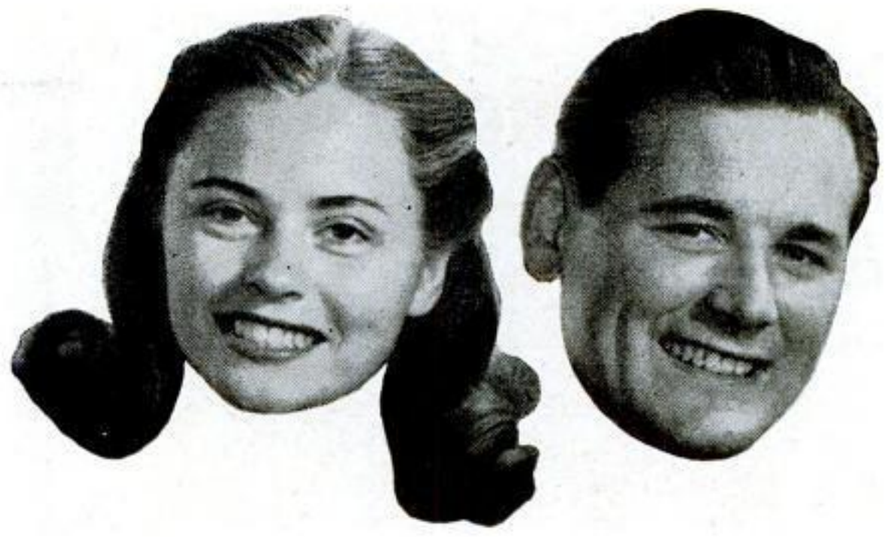


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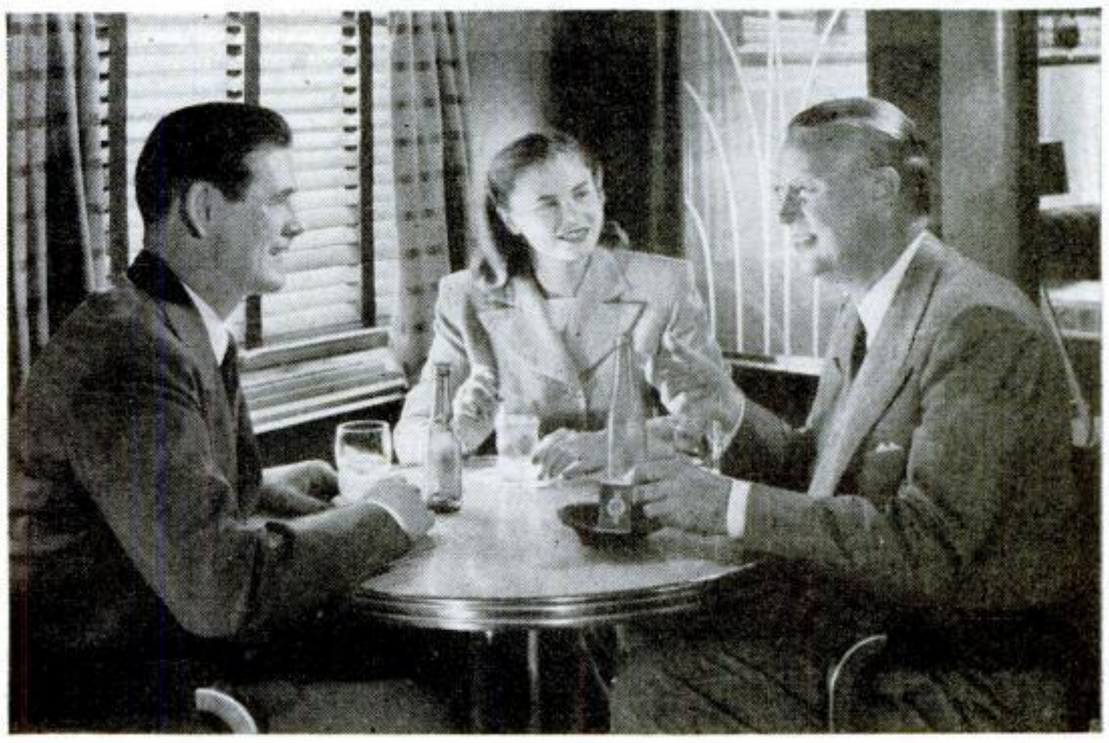
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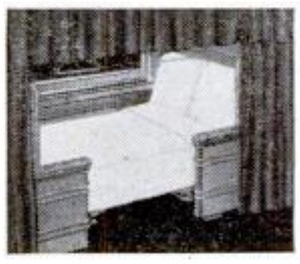


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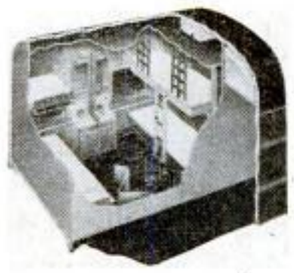
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MRS. O'BYRNE AND HER RIVAL for presidency, Mrs. Stanley Manlove (*right*), politely toasted each other with Coca-Cola while ballots were counted.

MADAM PRESIDENT CONTINUED

blacklists of such insurrectionists as Educator Mary E. Woolley, Editor William Allen White and Professor Roscoe Pound, she wrote, "With what looks like the tacit approval of the membership, the officers can plunge the society into any project their whims or interests suggest." "If Jesus Christ were to return today, he would be on the blacklist too," added Dr. Charles Francis Potter, a New York clergyman.

Mrs. Bailie's complaint was echoed this year by the Friends of Democracy, a nonprofit organization given to the calm appraisal of the political affiliations of other organizations. "A small but powerful ruling group manages to perpetuate itself in D.A.R. policy-making circles," the Friends reported, pointing out, for example, that Mrs. Grace Brosseau, President General at the time the 1929 blacklists were issued, had just been appointed editor of that key monthly, the *D.A.R. Magazine*.

Since the public outcry in 1939 over the "white artists only" policy which excluded Marian Anderson from Constitution Hall, a growing number of Daughters seem disposed to bicker with their national officers, with fairly unfruitful results. A Committee against Racial Discrimination in Constitution Hall was formed within the society in 1946, about the time that Pianist Hazel Scott, Jazz Guitarist Eddie Condon and the owner of a Seeing Eye dog were added to the list of those who had trouble with the management of the hall. This committee was promptly declared to be an unconstitutional, or bootleg, group by President General Talmadge, who refused to give it the addresses of any local D.A.R. chapters, hoping thereby to isolate the rebels. At the moment the committee is biding its time in blithe unconstitutionality. "We feel ourselves to be the spiritual heirs of the Committees of Correspondence organized by Samuel Adams in 1772," a rebel D.A.R. said recently with great satisfaction, after smoking out on her own the addresses of most of the chapters and sending them incendiary letters.

The proud home chapter

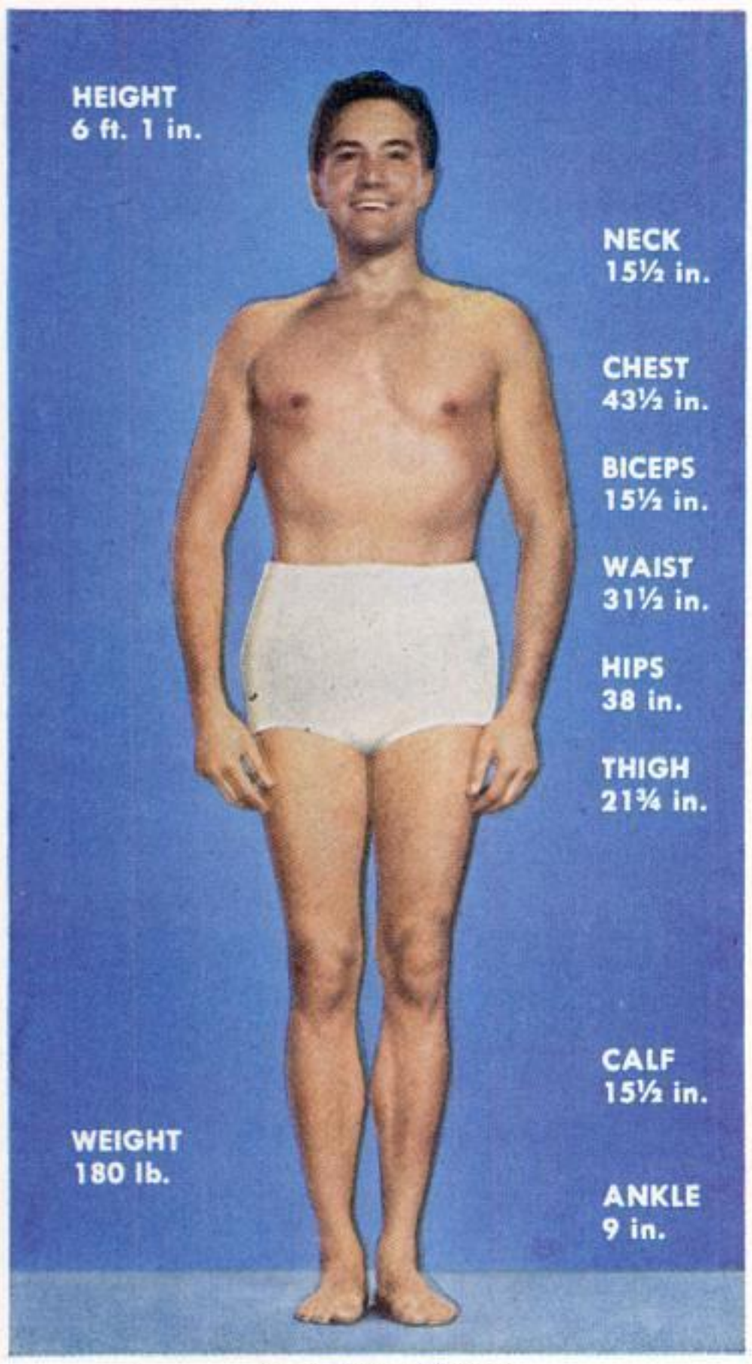
THE members of the Committee against Racial Discrimination in Constitution Hall are doubtless less representative of the D.A.R. as a whole than the 30 members of the Twin Forks chapter in Mrs. O'Byrne's home town. This group listens dutifully, if with straying attention, to a yearly reading of the policy-making resolutions of the society and ends up with the pleasant sensation of having done its civic duty. Since local custom in regard to racial matters is even more drastic in Brookville, Ind., where no Negro is allowed to live or even to eat a meal, than it is in Washington, D.C., Twin Forks Daughters feel on the whole that the society's executives acted with logic in retaining the "white artists only" clause in its leases on the hall. None of them has ever discussed the Constitution Hall affair with Mrs. O'Byrne. "We didn't want to bother her," one explains. The Twin Forks chapter complacently receives requests from the President General that they sleuth out dangerous tendencies among local schoolteachers or in textbooks. "We can rely on the local grapevine for that," a younger D.A.R. said recently, and a high-school teacher reported a little apprehensively that "up

CONTINUED ON PAGE 137

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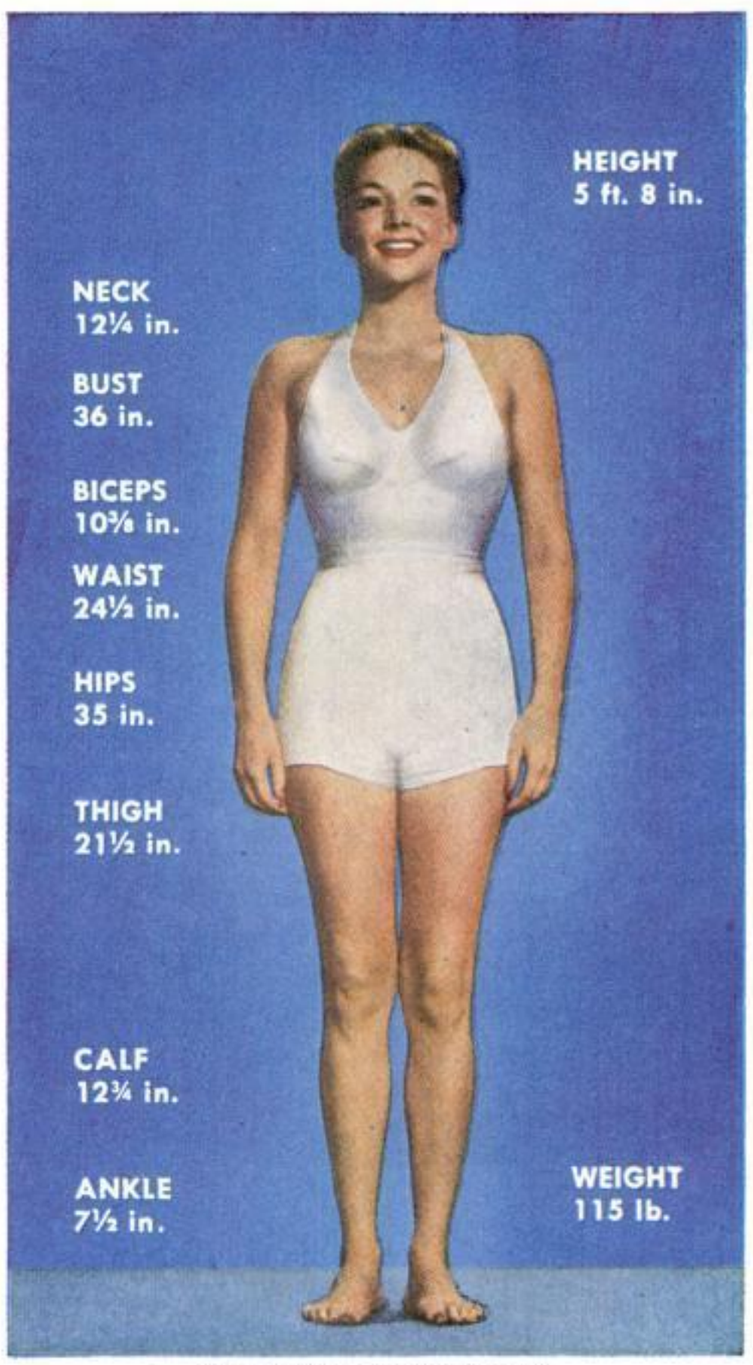
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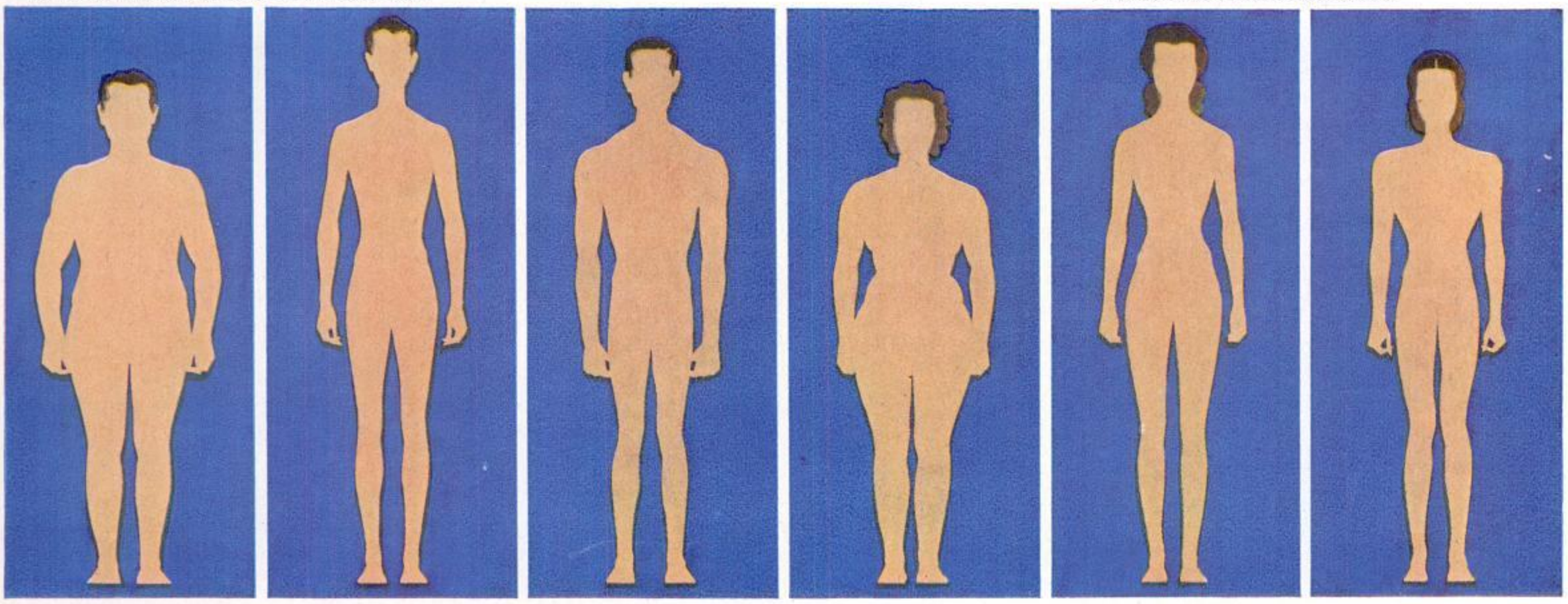
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APPROACH TO PERFECTION

Grace and poise mark this desirable "Muscular" type, the mesomorph. Medium in height and weight, such women are energetic, often a match for their husbands in golf or tennis. Frequently social leaders, they also manage home and children efficiently. Their activity calls for foods which provide an abundance of dextrose, energy-sugar



MALE LATERAL TYPE
(endomorph)

Usually genial and affectionate, laterals are generally extroverts. They love company, are generous and trusting, make good salesmen, actors, public speakers (also husbands). They are often excellent swimmers. Their energy requirements are high. They are fond of foods which provide plenty of dextrose sugar to maintain their activity.

MALE LINEAR TYPE
(ectomorph)

Tall, slender people are more often serious, quiet in speech and action. They are predisposed toward the professions; make excellent scientists, teachers and writers. As children, they usually need more food to match the growth of other types. As adults, they prefer protein foods, although foods rich in dextrose provide the major part of their energy.

COMBINATION MALE TYPE

Inheriting their physiques from generations of ancestors, most men are a combination of the three basic types. Physical characteristics may skip from grandparents to grandchildren. A man may get heavy shoulders and a well developed torso from his "muscular" father and thin legs from his maternal side. His energy, however, comes chiefly from the basic "fuel" sugar—dextrose.

FEMALE LATERAL TYPE
(endomorph)

Blessed usually with a lovable, friendly disposition, these women are popular with both men and other women. Liking nice things, they are fine wives and mothers, excellent housekeepers, good cooks. They appreciate fine food, and know that in a well-balanced diet, foods rich in dextrose are the most important sources of all mental and physical energy.

FEMALE LINEAR TYPE
(ectomorph)

Characteristic of many tall, slender women is their seriousness of purpose which makes them leaders in church, school and community activities. They seldom talk about their own affairs, nor do they gossip. They have great capacity for public service. They freely expend energy, which is chiefly replaced by foods which provide dextrose, energy-sugar.

COMBINATION FEMALE TYPE

Long legs, narrow hips, broad shoulders mark another familiar type. Such "combinations" inherit wide variations in character, intellect, and physical reactions. Practically all modern women, however, are healthier, stronger, more active than their forebears...largely due to more intelligent nutrition, in which dextrose sugar always plays its part in providing quick food energy.

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Some things you should know about **your family doctor**

No. 208 in a series of messages from Parke, Davis & Co. on the importance of prompt and proper medical care.



IF YOUR family doctor were asked to value his own services, he would probably pass over the number of lives he saves in times of crisis.

He would be likely to think first of the day-to-day help he gives to the hundreds of people who look to him as a medical advisor and friend.

For your family doctor—and every family doctor—is primarily concerned with *people.* He knows each of his patients as an individual human being, whose physical make-up and reactions, whose personal problems are never quite like anyone else's.

Following you through the years, he gains a unique understanding of you as a person.

He knows whether you have, normally, a fast pulse or a slow one; whether you run a high temperature on slight provocation, or only in serious illness.

He knows what strains your job places on you; what your past problems have been; what to look out for as a danger signal in the future.

This knowledge, which deepens every time he sees you, serves him well when you are ill. For he can judge the importance of your symptoms against the background of your individual history.

With this knowledge he can also help you *avoid* many kinds of illness. By detecting and taking care of minor ailments early, he can often keep them from becoming serious.

By his years of training and experience, and his continuing study of advances in medical science, your family doctor is qualified to deal with the many and varied medical problems that arise in his daily practice.

Give him your complete confidence at all times and follow his recommendations.

Should he suggest a consultation with a fellow physician, or advise you to go to the hospital, you can be sure that such advice is based on his broad general knowledge of medicine plus his familiarity with your particular case.

SEE YOUR DOCTOR. Make him a part of your family's life. His continuing supervision is your best guarantee that your children will grow up well and strong, and that you will live a long and healthy life.

And through the years, turn to him whenever you are troubled by a problem concerning your health. His wisdom and friendly understanding make him the best counselor anyone could hope to find.

Makers of medicines prescribed by physicians

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JUDGE O'BYRNE will now have to shift for himself six months of the year while wife (*right*) travels. But Mrs. O'Byrne may leave maid to cook for him.

MADAM PRESIDENT CONTINUED

to now, at least, we still have academic freedom in Brookville." Each year the Twin Forks chapter contributes its quota to all the national D.A.R. philanthropies. During a period of about 15 years it has put handsome memorial markers on various historical spots. In 1932, with considerable ceremony, the chapter planted a tulip tree on the school grounds in memory of George Washington. Mrs. O'Byrne always manages to turn up for at least the nutritive portion of each Twin Forks D.A.R. meeting, when she is around, and is careful to offer to lend a hand with the dishes afterward. Her fellow members understandably take great pride in her career, which they feel is one for ambitious Daughters to ponder.

Unlike many D.A.R.'s who do not join up until around the time they reach middle age (they are called "Juniors" until they are 35), the President General, then Miss Estella Armstrong, became a member while still a student. Her mother, Mrs. David Armstrong, the wife of a Shelbyville, Ind. contractor, had always wanted to "trace her ancestral lines," to use D.A.R. parlance, but had been prevented from this task by invalidism. Daughter Estella was taken into the D.A.R. chapter in nearby Rushville in 1910. Until her marriage to Roscoe O'Byrne, a Brookville lawyer whom she had met on the Indiana University campus, Miss Armstrong taught English and science in the Shelbyville schools, an experience responsible for her interest in the D.A.R.'s educational program and for her present low opinion of progressive teaching methods. Today most high-school graduates, she finds, not only do not know the date of the Battle of Brandywine but can hardly spell a simple word like subversive.

Research among the graveyards

IN 1919 the newly married Roscoe O'Byrnes settled in Brookville. Mr. O'Byrne went into his father's law firm and his wife settled their belongings in a five-room apartment on Main Street. In 1921 she founded the Twin Forks chapter of the D.A.R. and became its first regent. From then on her D.A.R. rise was steady. In 1923 she was State Recording Secretary; 1927, State Treasurer; 1931, State Regent; 1934, one of the 21 National Vice Presidents General, a not-too-demanding job which would have enabled a lesser woman to rest on her oars a bit. In her spare time Mrs. O'Byrne edited a roster of the 1,394 Revolutionary soldiers and patriots buried in Indiana, doing most of the Franklin County field work herself. She

CONTINUED ON NEXT PAGE

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broils without pre-heating!...
cooks complete oven meals
without watching!...
it's here...



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GRAVEYARD INSCRIPTIONS interest Daughters vitally. Mrs. O'Byrne uses chalk and tracing paper to take "rubbings" of badly weathered lettering.

MADAM PRESIDENT CONTINUED

delved into probate dockets, old wills and deeds, and also visited many of the county's 200 graveyards in search of additional names. Oblivious of snakes, chiggers and the stares of nonplused farmers on whose properties many one-family cemeteries were located, she took rubbings in the manner approved in that invaluable D.A.R. manual *Suggestions for Tombstone Inscription Copying*.

In 1938 Mrs. O'Byrne was appointed National Chairman of the society's "Good Citizenship Pilgrimage," a project which brings 49 high-school girls, chosen for their patriotism and high scholastic standing, to Washington each year on a heavily chaperoned tour of the spots of interest. In that era, fortunately for Mrs. O'Byrne's morale, few high-school girls had got the idea, fairly prevalent later on, of turning down the awards on the grounds that the D.A.R. was a discriminatory organization. Even at that the chairman found the assignment as taxing as any ever handed Molly Pitcher. At least one of each batch of Good Citizens, she found, was apt to show a distressing tendency to be a Good Sport, too. "I always kept two of my close friends posted at one end of the corridor in the hotel where the girls were staying," she later remarked, "while another woman kept me company in my suite, at the other. I was always completely limp, though, by the time I'd put the last Pilgrim on the midnight train for Chicago, at the end of the tour."

How she won

AFTER this Mrs. O'Byrne took a well-merited breather until her election in 1944 to the position of Registrar General. It was her plan to retire afterward, or at least to stay home for a while with her husband, who was beginning to complain about the monotony of the food served in local restaurants. In April 1947, however, Mrs. O'Byrne, then momentarily in Brookville, was assaulted by a barrage of long-distance calls, imploring her to run for President General in the candidacy left vacant by the sudden death of Mrs. John Logan Marshall, First Vice President General. Since Mrs. Marshall had performed all of the preliminary field work in a series of cross-country jaunts, Mrs. O'Byrne had little campaigning to do in the four weeks which remained before the election. It was a lucky break for her that one of the society's puzzling and characteristic internal upheavals came along just then. This hinged on the question, never quite clarified, of whether the rival candidate, Mrs. Stanley Thorpe Manlove of the Quassaick Chapter of Newburgh, N.Y., had or had not taken advantage of the society's name and prestige in applying to the Pan American Union for the rental of a room in which to give her personal, very strategic, pre-election reception. Anyway, a letter signed by Mrs. Talmadge went out to all D.A.R. chapters, denouncing Mrs. Manlove on that ground, and by convention time an alarming rift had developed in the Manlove bloc. "That letter was the *ruination* of Marjorie," one of Mrs. Manlove's intimates said violently later on, pointing out that until then the victim had had the support of almost all of the large eastern delegations as well as many who felt that the O'Byrne platform was somewhat on the negative side.

Almost as ruinous as the Talmadge letter was the circumstance that the tasty but unostentatious refreshments ran out before the end of Mrs. Manlove's reception, which was finally held at Lars

CONTINUED ON PAGE 141

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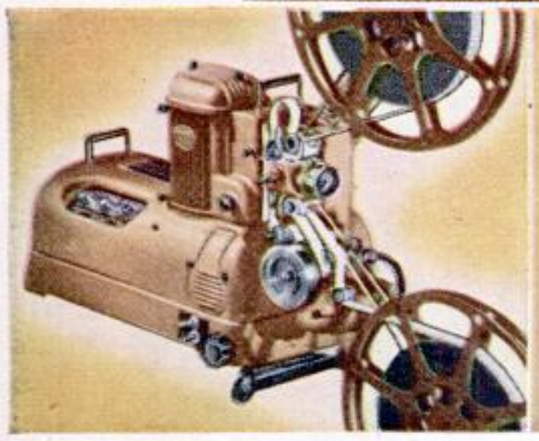
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What's your Sign ?

Born between November 23 and December 22?

Then, say students of astrology, Sagittarius dictates that your tastes are unusual, distinctively *your own.* But, of course, that's more or less true of everyone.

That's why—so long as personal tastes differ—no whiskey in the world can possibly taste "best" to everybody. So we won't predict that Hunter—with its subtly *different* flavor—will necessarily become *your* favorite.

But certainly you should try Hunter! For thousands of men who have tried it once, have liked Hunter instantly—and today prefer it to all others.

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Anderson House, the headquarters of the Society of the Cincinnati, on May 20. The O'Byrne collation, spread out in the main ballroom of the Mayflower on the same afternoon, haunts the memories of D.A.R. gourmets to this day. "You didn't have to eat a bite of dinner after Mrs. O'Byrne's reception," one of the 3,500 women attending it said happily. "All I got at Mrs. Manlove's was a glass of water," reported Miss Bess Kidney, the Brookville delegate, with ill-concealed pleasure. The O'Byrne board, for the record, sagged under a load of tea, punch, coffee, sandwiches, deviled eggs, ice cream and compotes made of confectioner's sugar and initialed "D.A.R." in green. In the center of the room a lighted beverage fountain spouted pineapple punch, at one side a string orchestra battled to be heard. All of this, it is estimated, cost the 14 candidates of the O'Byrne slate some $3,000.

Mrs. O'Byrne's most canny political move was to wear the same shade of dusty pink throughout the convention week; a simple rayon crepe for afternoon, a long, plainly cut net for evening. "If you wear the same clothes all the time," she explained, "people will point you out and say, 'See, that's the woman who's running.' Their vanity isn't hurt, either, and they don't cast protest votes against a candidate with a large wardrobe."

Clad in this tactful fashion, Mrs. O'Byrne flitted from one state delegates' function to another, making brief speeches about the noteworthy rise in membership during her term as Registrar General. In the course of one day she "lunched with New York, Pennsylvania, Kentucky, Arkansas and Connecticut, dined with California and Colorado." Mrs. Manlove, a breezy, handsome, somewhat younger woman of progressive and doomed ideas, followed in her wake wearing any old color that appealed to her.

"Husbands only take up beds"

ON the evening of Thursday, May 22, 3,000 of the 5,500 weary delegates and alternates attending the 56th Constitutional Congress crowded into Constitutional Hall to hear the results of the voting. With the exception of a few orators, such as the head of the American Legion and the 19-year-old editor of *Junior Achievement* magazine, no men turned up in Washington for the convention since, as Mrs. O'Byrne had informed her spouse beforehand, "Husbands only take up beds." For four days the ladies had listened to reports and to speeches, about some of which they were now understandably foggy. "The pageantry was so superb I couldn't keep my eyes on General Eisenhower," complained Miss Leota Stout, a Brookville alternate. The convention had also, during the five days, passed 47 resolutions (against Communism, immigration, world government and federal aid to education; in favor of the congressional Committee on Un-American Activities, of the United Nations and of preserving Cowpens Battlefield, for example) and had been subjected to the added strain of a rumpus over whether Manlove backers had or had not passed out literature in downtown department stores after the deadline for campaigning was up.

"I'll never forget that last evening," Miss Stout, a lively *raconteuse*, told a friend in Brookville afterward. "Mrs. Talmadge had two pages—young girls in white—fanning her all evening long, but Mrs. O'Byrne and Mrs. Manlove, sitting in boxes not far apart, looked as cool as cucumbers. It seemed as if the tellers would *never* get those ballots counted, so after the State Regents reports were finished, we all sang *On the Banks of the Wabash, Far Away* in honor of Mrs. O'Byrne (although we couldn't quite remember the words) and a round, *D.A.R. Here We Are*, to the tune of *Three Blind Mice*. A bit after 3 in the morning a door opened and Mrs. Talmadge wrung her hands and cried, 'GIRLS, THIS IS IT!' " At this point in her narrative Miss Stout was seized with the giggles but recovered herself and went on. "Mrs. Manlove was a wonderful sport about the results; she was Recording Secretary General and the next morning had to read out the names of the new officers. Not *one* of her ticket got in, although it was a close race all the way down the line —1,186 to 1,131 was the vote for President General. One of the Manlove backers was so angry that she tore up her ribbons and said she'd never set foot in Constitution Hall again. She did though, later on."

When Mrs. O'Byrne returned to Brookville after issuing an official announcement that she "would proceed with caution and care," it was, as she has remarked, like stepping "back into debutante days." Flowers, invitations and fan letters inundated her house. "Victory is ours, and how, with the worst factions in the background if not obliterated," one admirer wrote her, and another exclaimed, "I was so happy I cried. It just seemed as if God smiled down on those who did right." The Twin Forks chapter, after consultation with Judge O'Byrne and his tape measure presented her

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Ely Culbertson, distinguished member of the After-Shave Club, as sketched by fellow-member Constantin Alajalov.



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It's a good "deal" Mr. Culbertson offers in inviting you to join him in the Aqua Velva After-Shave Club. Cool, refreshing Aqua Velva somehow brightens the early-morning disposition . . . "wakes up" the skin to a healthier glow, gives it a fresh, clean scent. It's good before and after electric shaving, too. Pick up a bottle of Aqua Velva—and become a member—today.

A FEW OF THE MEMBERS

Denis Conan Doyle — Francis Grover Cleveland
Brock Pemberton — Louis Bromfield — James Thurber



So neat and trim for parties . . . So comfortable and safe for growing feet! There's style, and the friendly feel of quality in every pair of **Edwards**. For boys and girls, from Todlins to Teensters, in better stores coast to coast.

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For more than 25 years Trico, builders of *complete* windshield wiper equipment, has furnished vision through the rain to motorists the world round.

When your blades are worn, replace with Trico—the *original* equipment on millions of cars, trucks and buses.

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MADAM PRESIDENT CONTINUED

with two handsome gold pins to hold her presidential ribbon in place.

By the present time, naturally, the first ecstatic clamor has died down and the drudgery has begun. Nowadays, during half of each year Mrs. O'Byrne is in Washington. There with the aid of three secretaries she attends to the detail work of her job or presides over executive meetings. About four months are spent on the road visiting state conferences or D.A.R. projects. The latter include two schools, owned and operated by the society for poor-white children in Southern mountain districts, 12 other D.A.R.-"approved" schools to which aid and scholarships are given and the maintenance of occupational therapists at Ellis and Angel Islands. To cover the cost of her rambles the D.A.R. allows its President General $6,000 a year in expense money. In addition $6,670 is earmarked in the budget for presidential "sundries," meaning the cost of running the Washington end of things.

In Brookville the O'Byrnes have lived for the past 15 years in a roomy gray brick house on Main Street. There is only one genuine antique in the century-old house, a cherry desk in the front hall made by the President General's grandfather. Mrs. O'Byrne is not, she says, "museum minded," and gets along nicely with good, serviceable furniture of more recent construction. Each morning she arises early to get her husband, an easy-going and well-nourished man, off to his law office, located in the same apartment in which the couple started their married life. The judge's title is, at present, a courtesy one, since he was defeated by two votes in a recent Republican landslide. At about 9 o'clock Mrs. O'Byrne goes to her study desk, ornamented with a small American flag and a picture of Mrs. Talmadge, and opens her mail, some of which she finds mildly puzzling. Recently she got a letter from a man who felt that certain episodes in the current New York production of *Finian's Rainbow* were insulting to his Southern friends and demanded that the D.A.R. blacklist it. Since Mrs. O'Byrne up to that time had not even heard of the musical, she answered him politely but noncommittally. The rest of the day is spent in the composition of an editorial for the *D.A.R. Magazine*, for instance, or of a speech to stir up interest in the preservation of the California redwoods, a new D.A.R. project about which some east-coast chapters seem lamentably cool.

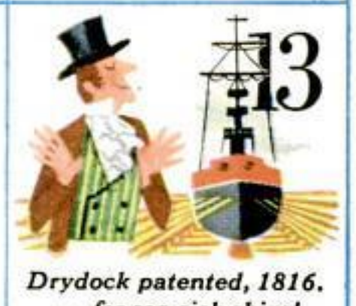
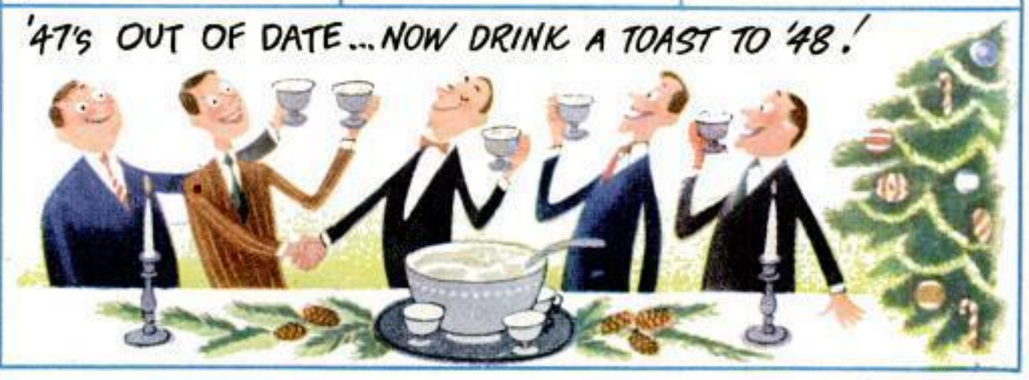
After dinner the O'Byrnes, who are a highly congenial couple, like to relax, Mrs. O'Byrne in the living room with a copy, say, of the D.A.R's *National Defense News*, her husband in his study. After a while, on an average of two or three evenings a week, she is very apt to hear what sounds like gunfire coming from the direction of the judge's study. When she goes to investigate, the President General is always a bit put out to find her husband asleep in his chair and the radio blasting out something like *Crime Photographer* or *Sam Spade* in impudent and rather discouraging defiance of D.A.R. Resolution No. 15, adopted at the 56th Continental Congress, urging the elimination of all stories of crime and violence from the air waves.



HOME CHAPTER gives the President General a tea. Brookville Daughters also give afternoon musical programs, confining them to American music.

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KINSEY'S DECEMBER CALENDAR

S	M	T	W	T	F	S
	1 *Inter-American Peace Conf. hears FDR, 1936.*	 2 *Monroe Doctrine formulated, 1823.*	3 *Gilbert Stuart, famous painter, born 1755.*	 4 *Washington takes leave of officers, 1783. S'long!*	5 *Get up your gift list early . . . shop early!*	6 *Be a smart Santa . . . give pleasure . . . give Kinsey!*
7 *N.Y. Philharmonic gives 1st concert, 1842. Sharp!*	 8 *Telephone ship-to-shore service inaugurated, 1929.*	*S… pair…*	*…*	*…*	12 *Japs sin… …nay, 1937. Later, …sink Japs!*	 13 *Drydock patented, 1816. . . . for sea-sick ships!*
 14 *Alabama 22nd state to join Union, 1819. Hi, you-all!*	15 *Sitting Bull shot, 1890. Whom can he Sioux?*	*Boston Tea Party, Look . . . I'm an Indian!*	*…Slavery abo…hed, 1865 Legree gets his lumps!*	 19 *Time to hint you want Kinsey 'neath the tree!*	20 *Broadway lit by arcs, 1880. Hence "Gay White Way"!*	
21 *Pilgrims land on Plymouth Rock, 1620.*	 22 *Why worry about style, fit, color? Just give Kinsey!*	23 *Fed. Reserve System est'd., 1913. Spare a buck, bud?*	24 *"T'is the night before Christmas and . . ."*	 25 *Peace on Earth . . . Good-will to Men!*	26 *Mason and Dixon set up their famous line, 1767.*	 27 *He's nuts about those delicious Kinsey Egg-Nogs!*
 28 *Chewing gum pat'd., 1869. Now we're stuck with it!*	29 *USS Constitution battles HMS Java; wins, 1812.*	30 *Made your New Year Party plans? Count on Kinsey!*	31 *The end of a perfect (?) year!*			

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Enrich your holiday hospitality with this grandest of *all* drinks . . . a matchless, magnificent Kinsey Egg-Nog. Here's how:

Beat separately whites and yolks of 6 eggs. Add 1 cup of sugar to yolks while beating. Mix together with 1 pint cream, 1 pint milk, 3 oz. Jamaica Rum, 1 pint Kinsey Whiskey. Chill, dust with grated nutmeg. Serves 15-20.

Superb is the *word* for it . . . and Kinsey is the *whiskey* for it! Yes, holiday or any day, Kinsey makes *any* drink taste better. Try it . . . tonight!

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the unhurried whiskey



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It looks like Jack is losing Jill —
His car's froze solid — bitter pill!



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DON'T FORGET to have the cooling system of your car checked and serviced for winter driving before you put in anti-freeze. Ask your "Zerone"-"Zerex" dealer to make sure all hose connections are tight, to seal all leaks, check the thermostat, and clean out rust and scale with Du Pont Cooling System Cleanser. But don't wait until the last minute—give him time to do the job right.

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BETTER THINGS FOR BETTER LIVING...*THROUGH CHEMISTRY*

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SITTING NEXT TO PROJECTION SCREEN IN COURT, VAN MEERGEREN LISTENS TO ACCUSING WITNESS. BEHIND HIM IS FAKED VERMEER, "ISAAC BAPTIZING JACOB"

THE STRANGE CASE OF THE OLD DUTCH FAKER

This month in Holland a court is writing an end to the strange story of a Dutch painter who, because he hated art critics, became a fantastically successful art faker and a millionaire. The faker is Hans van Meergeren, an unsuccessful painter of Amsterdam. Like most artists whom critics do not appreciate, Van Meergeren decided that critics did not know what they were talking about. He set out to prove it.

In 1937 he announced that he had discovered a painting by Vermeer, the famous 17th Century old Dutch master. After analyzing and X-raying, experts from three countries declared the painting a genuine Vermeer, and the Dutch government bought it for $250,000. Later Van Meergeren procured eight more old Dutch masters which were authenticated and sold, bringing him $3 million.

When the Nazis came Van Meergeren sold Hermann Göring a Vermeer. When the Nazis left fellow Dutchmen wanted to hang Van Meergeren as a collaborator for selling national art treasures to the enemy. To prove himself innocent of collaboration, Van Meergeren declared himself guilty of being a forger. He confessed that he had painted all the old Dutch masters himself. The art experts sneered at this as a desperate, neck-saving device. But in jail Van Meergeren proceeded to paint an "old master." The art critics were abashed and the authorities convinced. Cleared of collaboration, Van Meergeren went on trial a fortnight ago as a forger. In court he willingly helped the prosecution prove him a faker, then waited for the verdict which at most would be two years in prison.

CONTINUED ON NEXT PAGE

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Don't say "I want something for chapped lips." When cutting winds make lips chafed and sore—play safe —ask for 'CHAP STICK.'

'CHAP STICK' for Weather-Sore Lips



Mother, how about your baby's lips? His chapped lips can be a minor misery when they get cracked and sore.

'CHAP STICK' for Every Member of the Family



When your lips are chapped, always call for 'CHAP STICK,' and be sure you get it. 'CHAP STICK' is especially medicated, especially soothing.

'CHAP STICK'—The Nation's Favorite Lip Balm

☆

Use 'CHAP STICK' at the first sign of lip chap. Handy, easy to apply, swift in bringing lasting, soothing relief. The choice of travellers, sportsmen and young and old in every walk of life.

Specially medicated for chapped, cracked, weather-sore lips—it is *the one and only antiseptic lip balm.*

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Chap Stick Co.
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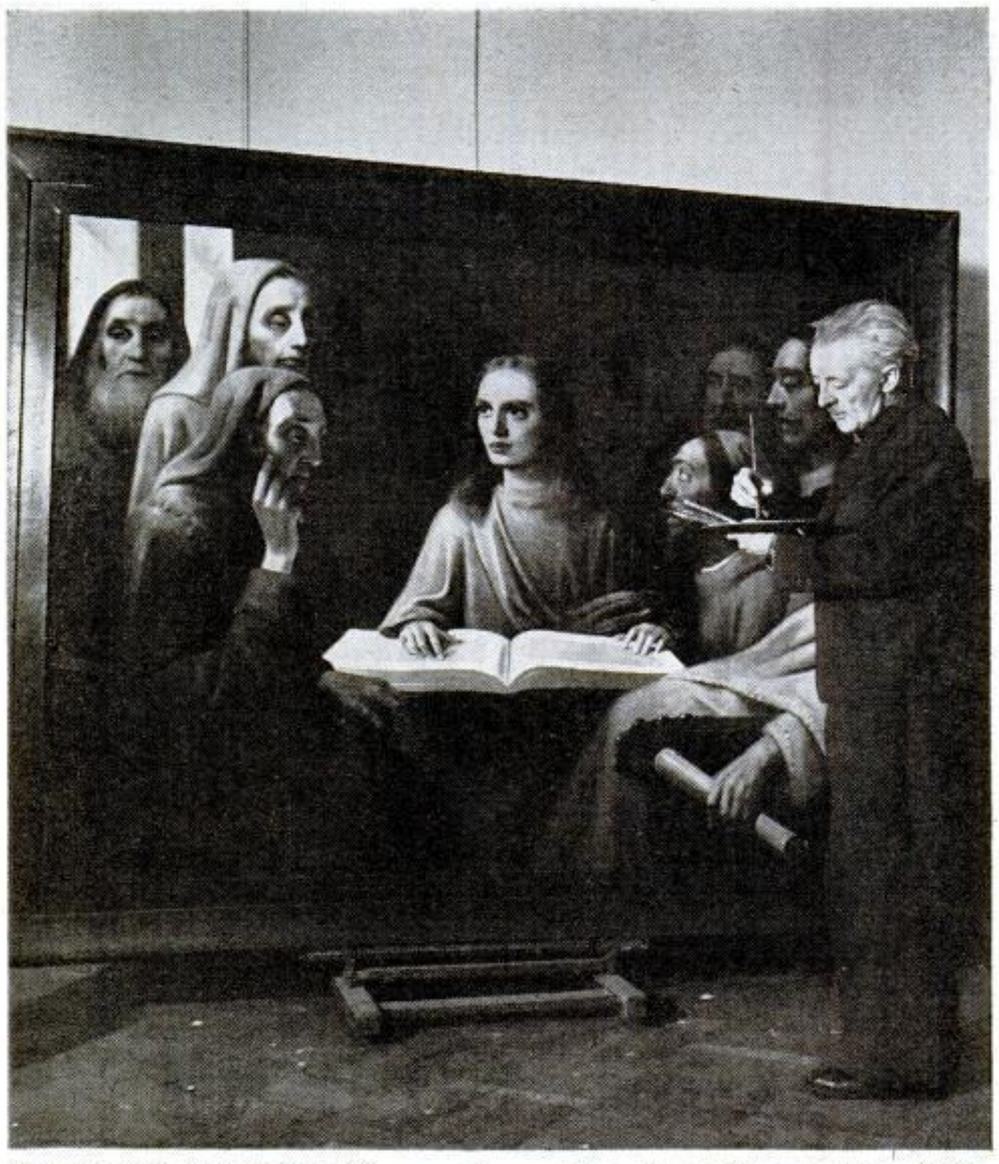




PROJECTION OF REAL VERMEER, *Portrait of a Young Girl,* was shown for comparison with fakes. In background is a Van Meergeren "De Hooch."

HE USED OLD-MASTER TECHNIQUE

For his fakes Van Meergeren employed ingredients employed by the old masters—lapis lazuli for blues, gamboge for yellows. He discovered the formula for the oil, made his own paints, applied them to worthless 17th Century canvasses. At the trials, having been let in on the secret, art experts (*above*) were able to prove the paintings forgeries. But the question still remained: was Faker Van Meergeren as good a painter as Vermeer? Again using hindsight, the experts said that he was not.



PAINTING A FORGERY to prove he was the author of "masterpieces," Van Meergeren did *Christ in the Temple.* He did it under supervision while in jail.

CONTINUED ON PAGE 148

LET YOUR MIND REST easy



If you have a septic tank disposal system, you don't have to worry about using Sani-Flush to clean your toilet bowl. It's absolutely safe. Scientific tests prove it. Sani-Flush cleans and disinfects chemically, removes stain and germ-laden film. Saves messy work. Write for free report by sanitary engineers. Learn the truth about its safety.

Effective in hard and soft water. Sold everywhere in two handy sizes. The Hygienic Products Company, Dept. 264, Canton 2, Ohio.

Sani-Flush

QUICK
EASY
SANITARY



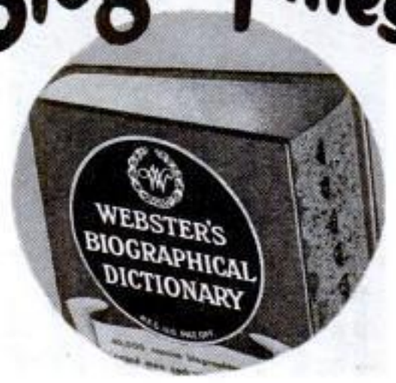
26,000,000 Americans now read LIFE every week.* This represents an increase of 15% over LIFE's previous weekly readership of 22,550,000.

*Source: Continuing Study of Magazine Audiences, Report #9

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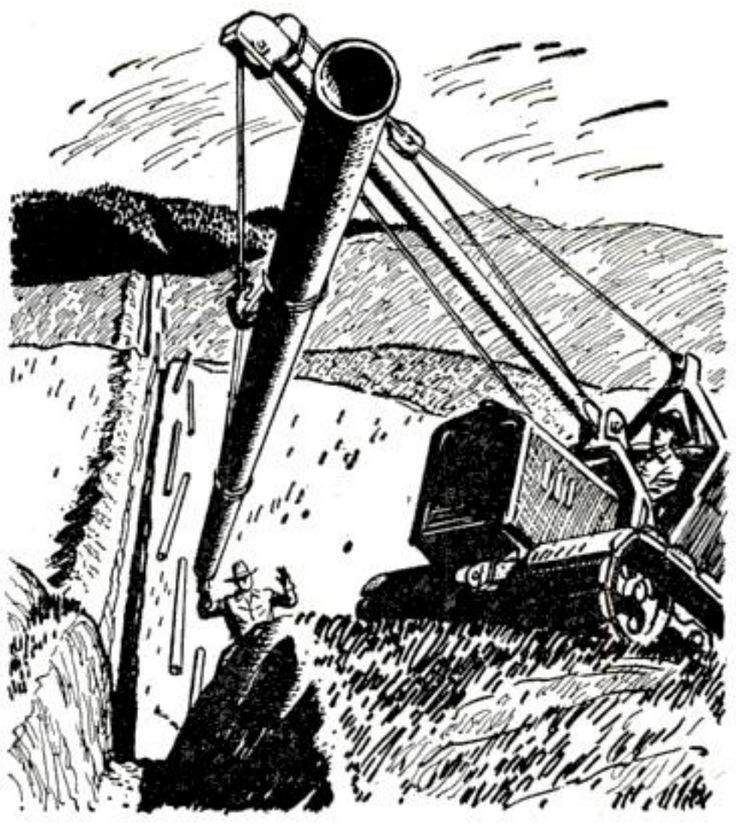
Are profits too high?



1. In the first six months of 1947, Union Oil Company made a total net profit of $8,543,594. On paper, this is just about double what we made during the first six months of '41, '42, '43, '44, '45 and '46. Consequently, when the newspapers headlined the fact, some people began to wonder. Frankly, we're beginning to be bothered about a few things ourselves.



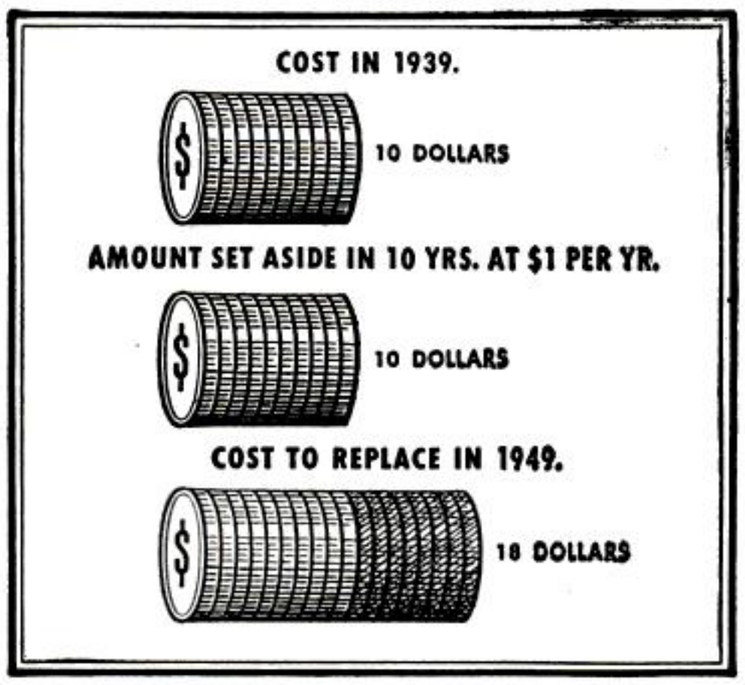
2. For in spite of the fact that there's more money coming in, it doesn't seem to mean very much. To begin with, only $2,801,885 went to the stockholder-owners in dividends. That represented a return to them of 3% on our gross sales. Of the remaining 5¾ million, $5,200,000 had to be spent on day-to-day replacement of equipment. For the money we had set aside for that purpose (some 10½ million) wasn't adequate to meet today's inflated costs.



3. In other words, a corporation's cost of living these days has gone up just as much as an individual's. In 1941, for example, it cost us $12,000 to lay a mile of pipe line. Today it costs $30,000. In 1941 it cost $400 per barrel of capacity to build a piece of refining equipment. Today it costs $1,000. In 1941 we could build a service station for half what it costs us today. And the cost of replacing every barrel of crude oil we sell has tripled.



4. Of course, a certain sum is set aside each year to replace these "tools" and raw materials before profits are figured. But here's the rub: According to accepted accounting practice, and the rules of the Federal tax collector, you must depreciate these things on the "historical" basis—on the basis of what they cost you *when* you acquired them.



5. That means if an item cost you $10—and you expect to wear it out or use it up in 10 years—you're allowed to set aside only $1 *each* year toward replacing it. The fact that it may cost you $18 to replace it *today*—or when the time comes—doesn't make any difference to the tax collector. If you were going to *liquidate* a business, this method of accounting would present an accurate picture of your profits—in dollars.



6. But if you plan to stay in business as we do—and replace your "tools" and raw materials as they run out—today's accounting "profits" aren't always what they seem. In fact, the American people might well take a new look at their accounting methods *and* their Federal tax schedules. For unless our businesses, large and small, can set aside enough to keep improving their "tools," American production can't continue to increase.

UNION OIL COMPANY

OF CALIFORNIA

INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 14, California.

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When you could be
in there kissin'

Chew B-Wise
and then, "By Gum,"

Bad breath won't ever
spoil your fun!

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Try gentle, soothing PEPTO-BISMOL. Not alkaline, not laxative, not constipating. It helps relieve stomach upsets caused by over-indulgence, change of diet, nervous, hasty eating, or bad combinations of food. It's pleasant to the *taste. At all drug stores.* If you do not get prompt relief, consult your physician.

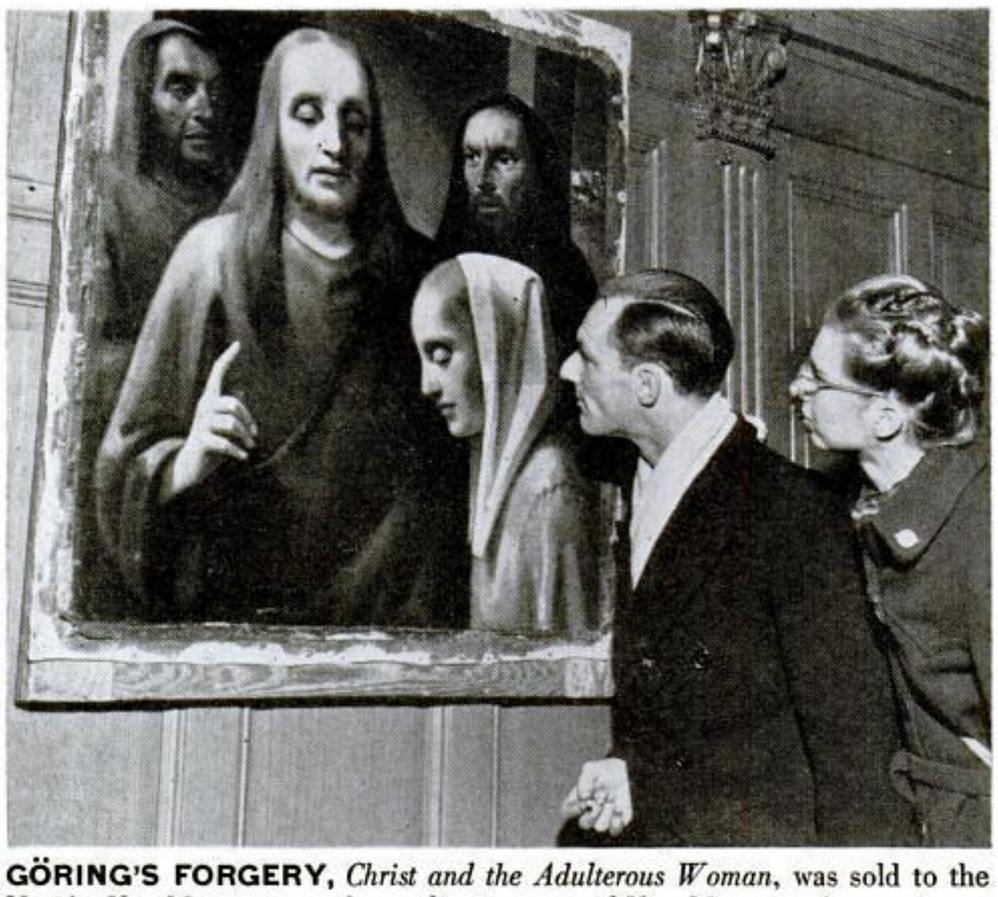
Pepto-Bismol

A NORWICH PRODUCT Norwich

* T. M. Reg. U. S. Pat. Off.



$250,000 FORGERY was this *Christ at Emmaus*, the first "Vermeer" done by Van Meergeren. Its "discovery" in 1937 was an international art event. After experts certified it as genuine, it went to the Boymans Museum in Rotterdam.



GÖRING'S FORGERY, *Christ and the Adulterous Woman*, was sold to the Nazi by Van Meergeren and was direct cause of Van Meergeren's arrest as a collaborator. Ten Van Meergeren "old masters" were hung in the courtroom.



DISCONSOLATE FORGER sits in the box at the end of the trial. During most of the trial the 57-year-old artist was eager to boast of his great technical skill in painting. But near the end of the trial his pride gave way to despair.

TIRED EYES LOVE EYE-GENE!



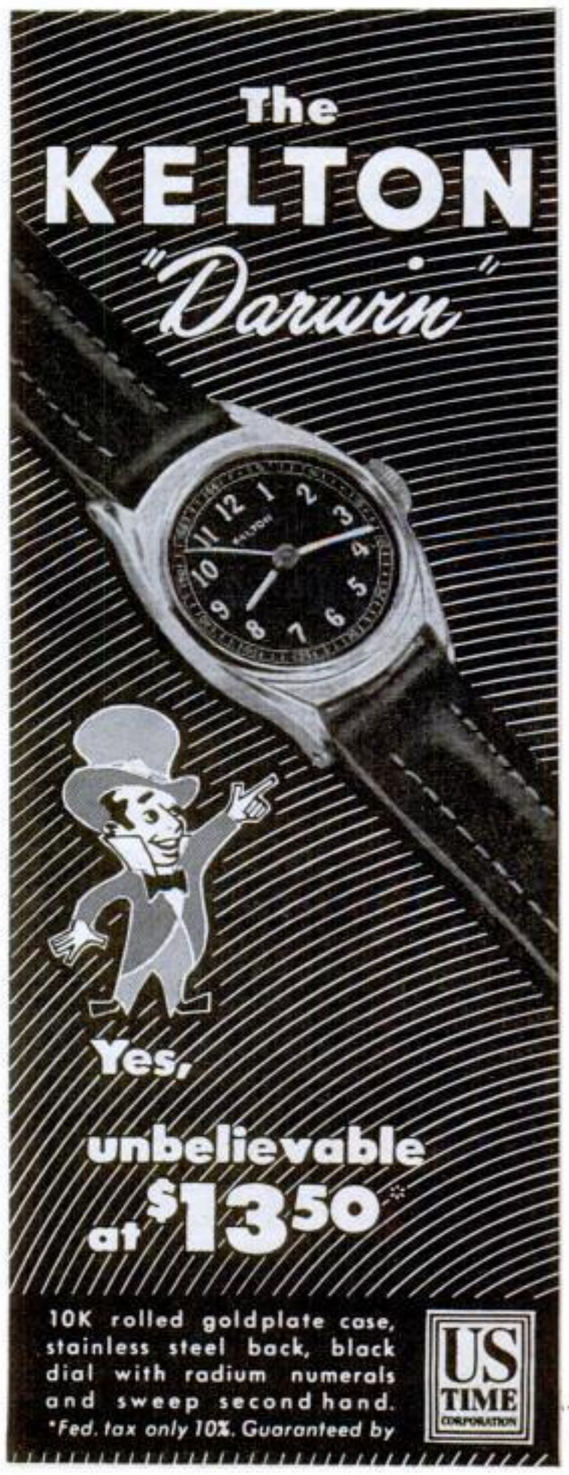
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You can use it as often as you like each day, because EYE-GENE is safe—gentle and harmless. Only EYE-GENE contains *Lexatol*—the new, exclusive ingredient that makes it so wonderfully effective. 25¢, 60¢, $1 in eye-dropper bottles at Druggists.

Guaranteed by Good Housekeeping

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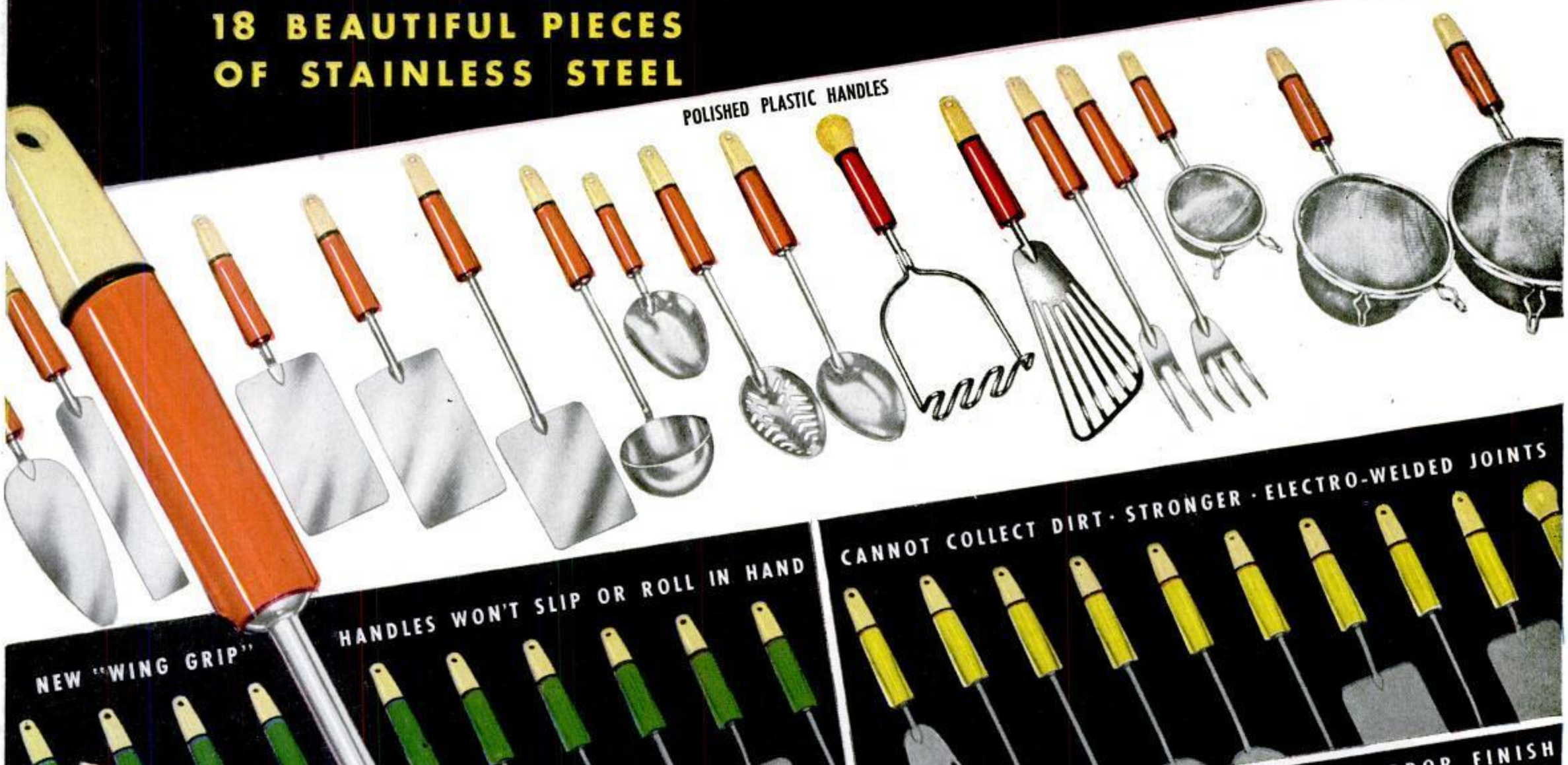
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7-PIECE SET IN GIFT BOX
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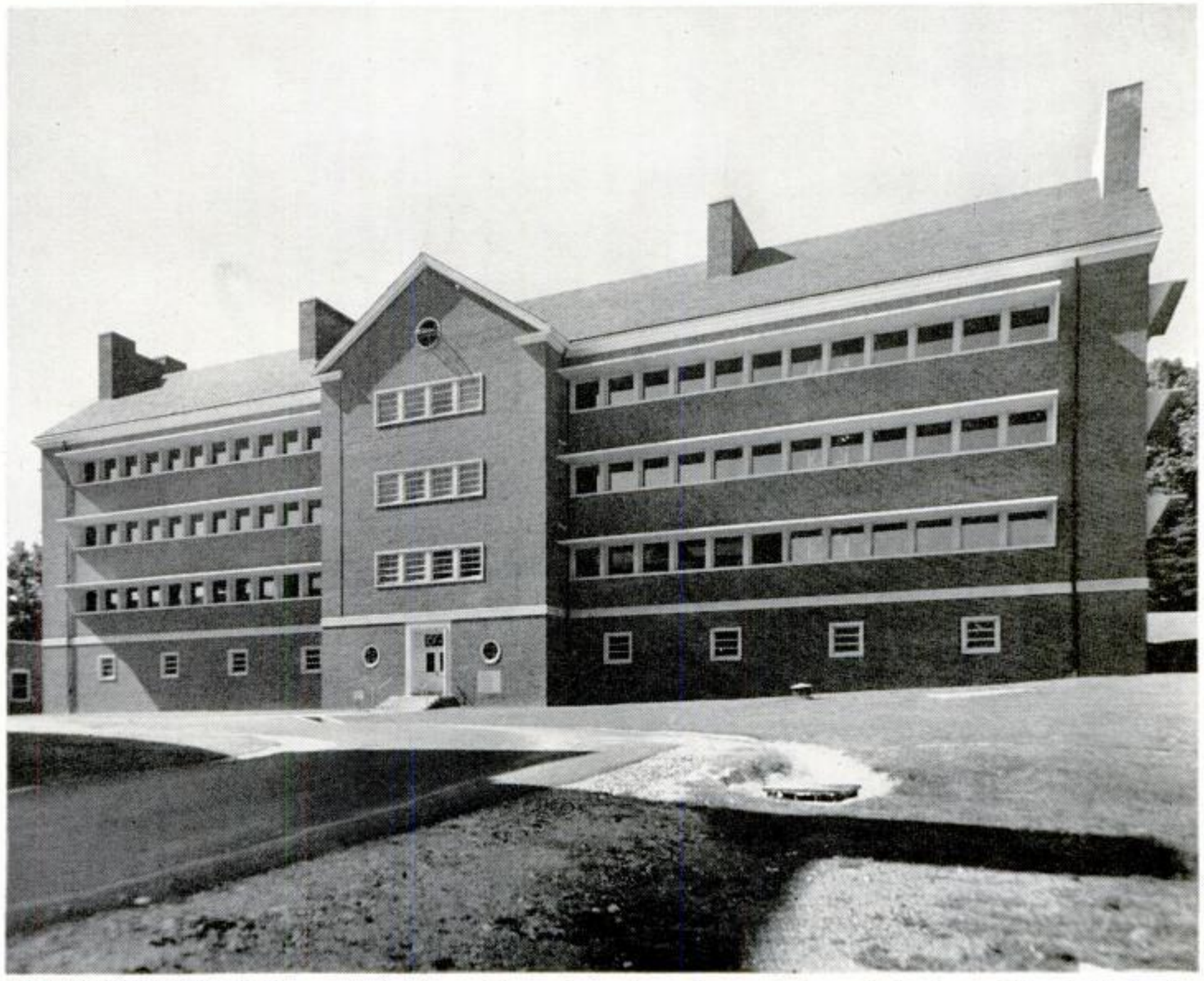
DR. NORMAN TOPPING, WORKING WITH DISEASE-CAUSING VIRUS, IS PROTECTED BY AIR STREAMING INTO GLASS CASE WHICH KEEPS GERMS FROM DRIFTING OUT

GERM-PROOF LAB

It confines infectious diseases by confining the air they are in

The man shown above is working in one of the most disease-ridden corners of the world, a new laboratory at the National Institute of Health in Bethesda, Md. Built at a cost of $1,200,000, the lab (*right*) was designed to solve a difficult problem in medical research: how to protect the lives of people who work with deadly germs.

The institute has solved this difficult problem of medicine with a simple method of engineering. In the past its scientists, who work with such deadly diseases as typhus, tularemia and Rocky Mountain spotted fever, have been unable to keep the tiny organisms from drifting about laboratories and infecting workers. As a result, during its 60-year existence, the institute has had 15 deaths, more than 200 serious illnesses. The new lab, however, does not let the germs drift about. All the organisms are now handled in protective enclosures, or "hoods." A steady stream of air is kept flowing into these hoods, thereby preventing air currents from escaping into the rest of the lab and carrying germs along. How this air conditioning works is diagramed and explained on the next page.



THE NEW BUILDING has central office section and wings where the labs are located. Canopies protruding from above windows eliminate need for shades in the lab. Dust from shades might upset delicate experiments.

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Prove this for yourself. Let a Pine Bros. Glycerine Tablet dissolve in your mouth. If you have a cough due to colds, you'll have quick relief. That's because the glycerine in Pine Bros. covers your dry, irritated throat with a moist, soothing film, bringing almost instant throat comfort. Use them freely — they can't harm you.

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BESTFORM



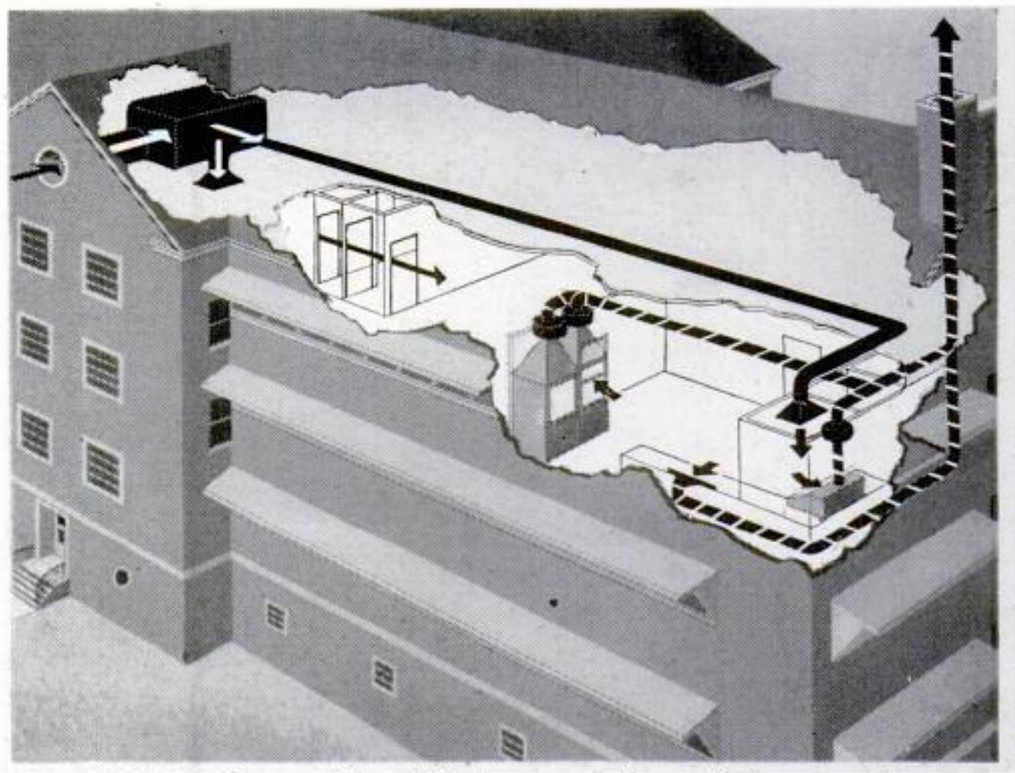
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Bestform designs to give you a perfect figure. Satin faced batiste, boned front and back with four panels of featherlight elastic. Firm, comfortable figure molder.

In two lengths — 14 inch, Style 5477 — 16 inch, Style 5677. In nude, sizes 26 to 34 5.95

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AIR SYSTEM for one lab unit is diagramed above. Air is pumped into central section (*left*) and lab. Inside lab it flows into hoods (boxlike structures), from there through electric grills (above hoods) and out of building (*right*).

PRESSURE CONTROLS FLOW OF AIR

The air currents in the institute's new lab are under constant control. On each of the three floors of the wings is one complete laboratory unit, sealed off from all the others and from the outside world. Air is pumped into the central section and into each of the six units. Workers enter these units through an air lock (*below*), and since the pressure in the central section of the building is kept greater than that in the labs, no germ-laden air can flow out.

The air in the units, under pressure, seeks the only avenues of escape open to it. These are the outlet ducts connected to the hoods. Against this constant stream of air into the hoods no germs can drift back toward the workers. And before germ-carrying air can leave the outlet ducts, it is passed through electric grills where all organisms are killed.



AIR LOCK, a series of three doors, only one of which is opened at a time, is only entrance to lab unit. It has two locker rooms, one (*right*) for clean coveralls worn in central section, and another (*beyond door*) for working coveralls.

CONTINUED ON PAGE 154

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The years melt away

(as the years always do)

As your years dwindle down—as everybody's must—you'll need more than affection and companionship.

You'll need a place to live and food to eat. Which means you—not the family next door, but *you*—will need money.

There's only one way for most of us to get money—that's to save it. And for most of us, too, the best way to save money is through U. S. Savings Bonds.

Because U. S. Savings Bonds are the most widely and easily available investment to every citizen. Every bank sells them. Every post office sells them.

AND—most important—you can buy them *regularly* and *automatically* . . . which helps overcome your human inertia and reluctance to save.

To do so, you just sign up for the Payroll Savings Plan where you work, or for the Bond-A-Month Plan at the bank where you have a checking account. Then they really pile up.

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They're PROFITABLE. You get 4 dollars out for 3 put in, after 10 years.

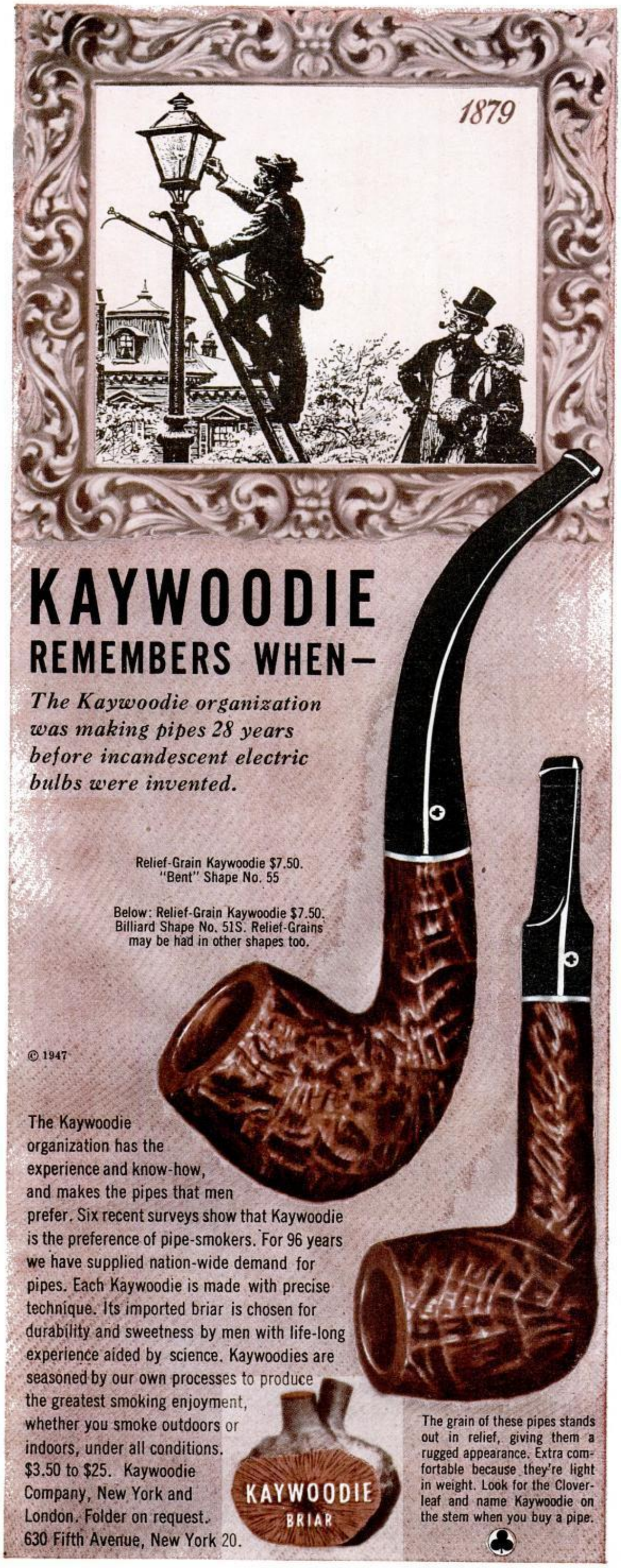
They're LIQUID. Like water. You can get your cash out of them at any time . . . in a few minutes . . . without penalty.

Remember those words "melt away." They say better than a volume of statistics that you have less time than you think, to save.

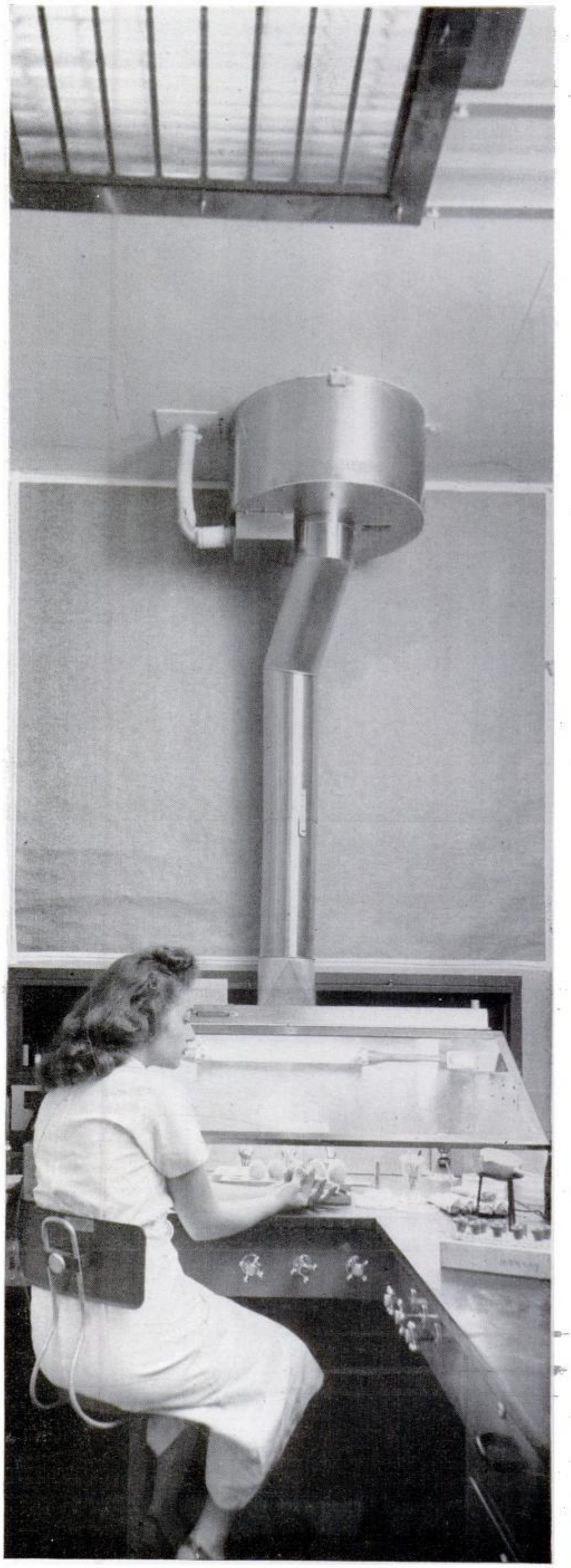
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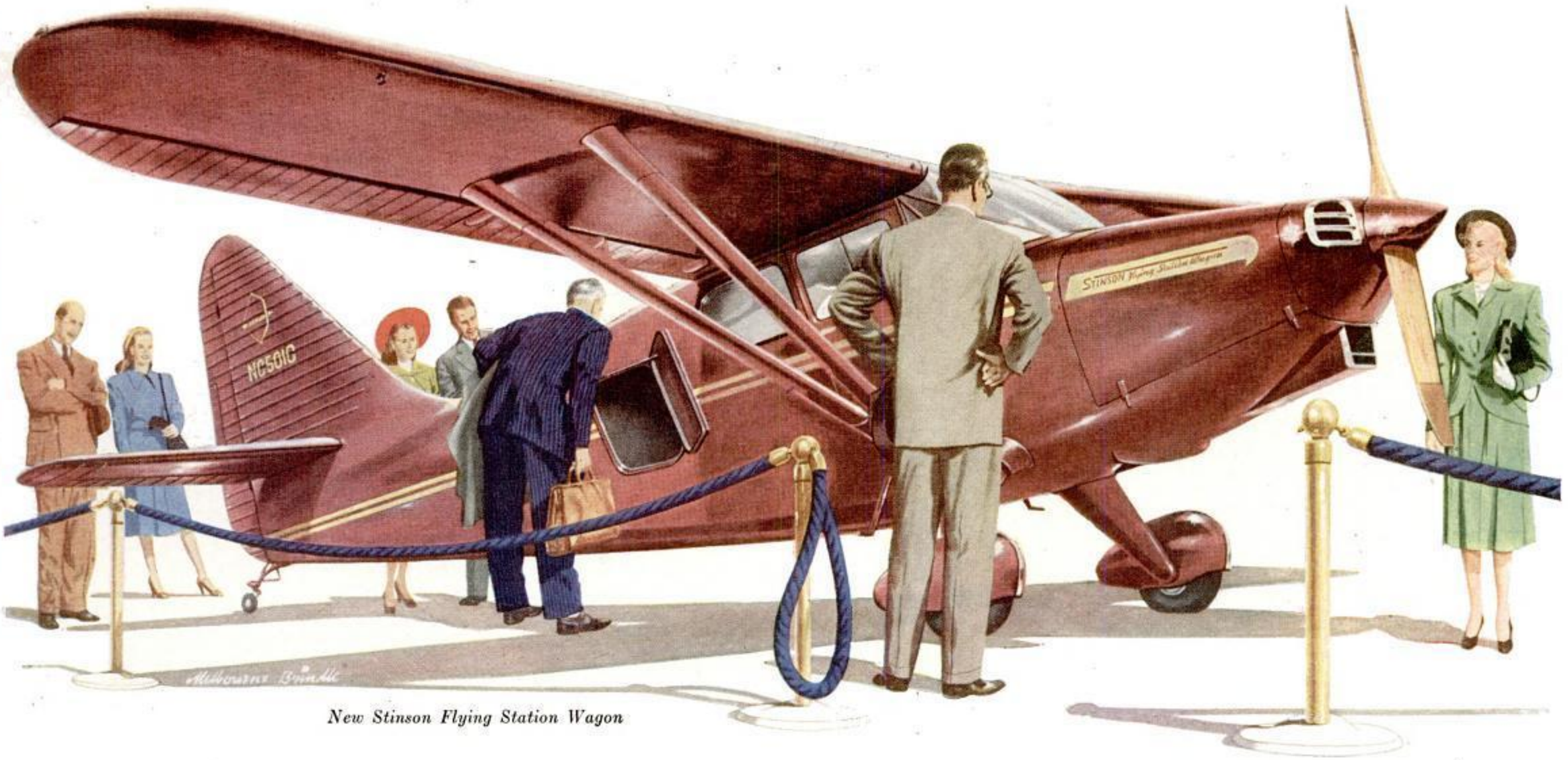
Germ-proof Lab CONTINUED



COMPLETE WORKING BOOTH has Fiberglas and ultraviolet lights (*in ceiling*) to trap and kill germs which are in the air being forced into lab. This prevents them from mixing with germs being studied. Air flows into glass-covered hood, up the pipe and through electric grill (*on wall*) before escaping.

CONTINUED ON PAGE 157

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New Stinson Flying Station Wagon

It's here! Stepped up in range, speed, payload!

The great new Stinson for '48

New? Yes! But more important, the new 1948 Stinsons —of *proved* design—are America's most *useful,* most *practical,* personal planes.

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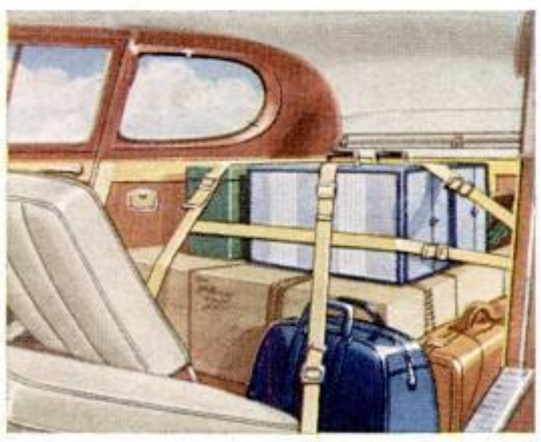
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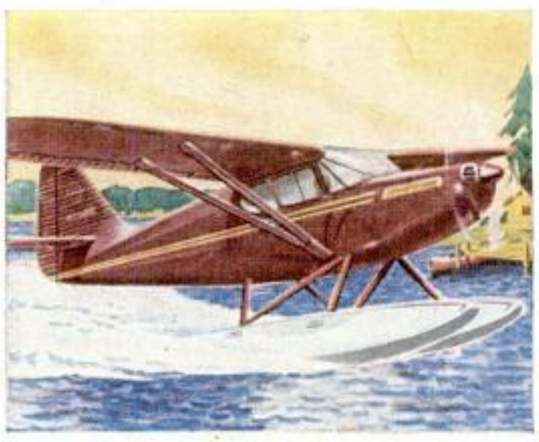
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Stinson has new flight instruction plan for business and professional men interested in saving time and money—write W. H. Klenke, Jr., General Sales Manager, Stinson, Wayne, Michigan.

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with suede purse and gift box

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"You will enjoy the possession of this fine knife—pride of the cutler's craftsmanship."
Alfred B. Kastor
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CAMILLUS *has the edge!*
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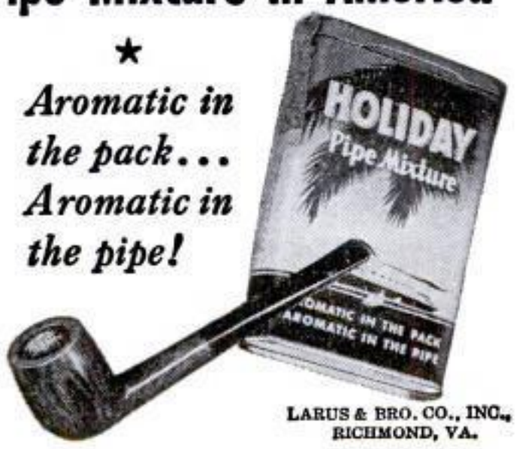
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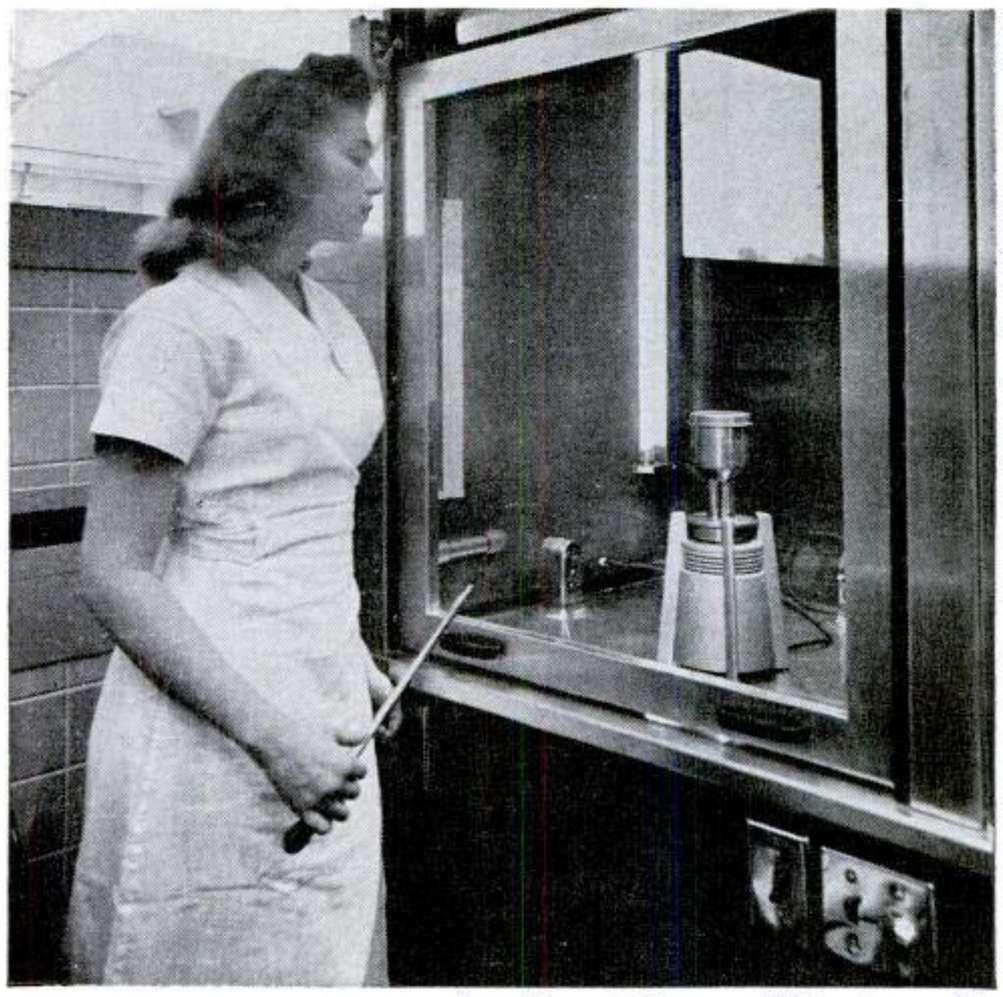


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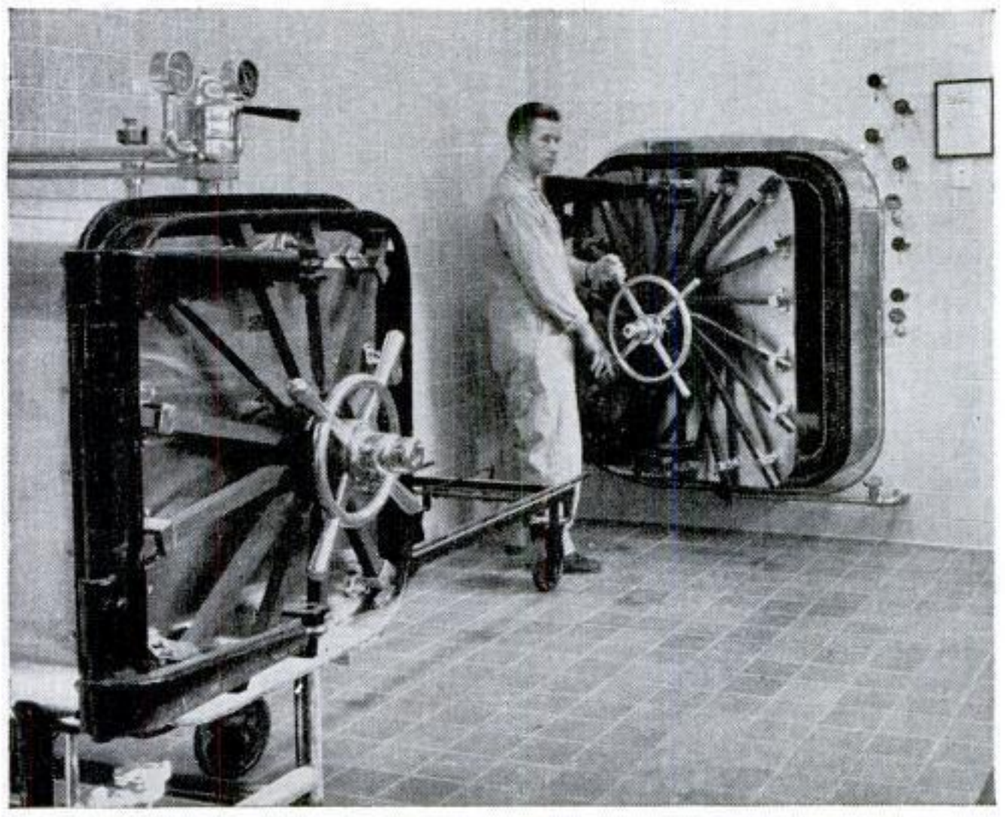
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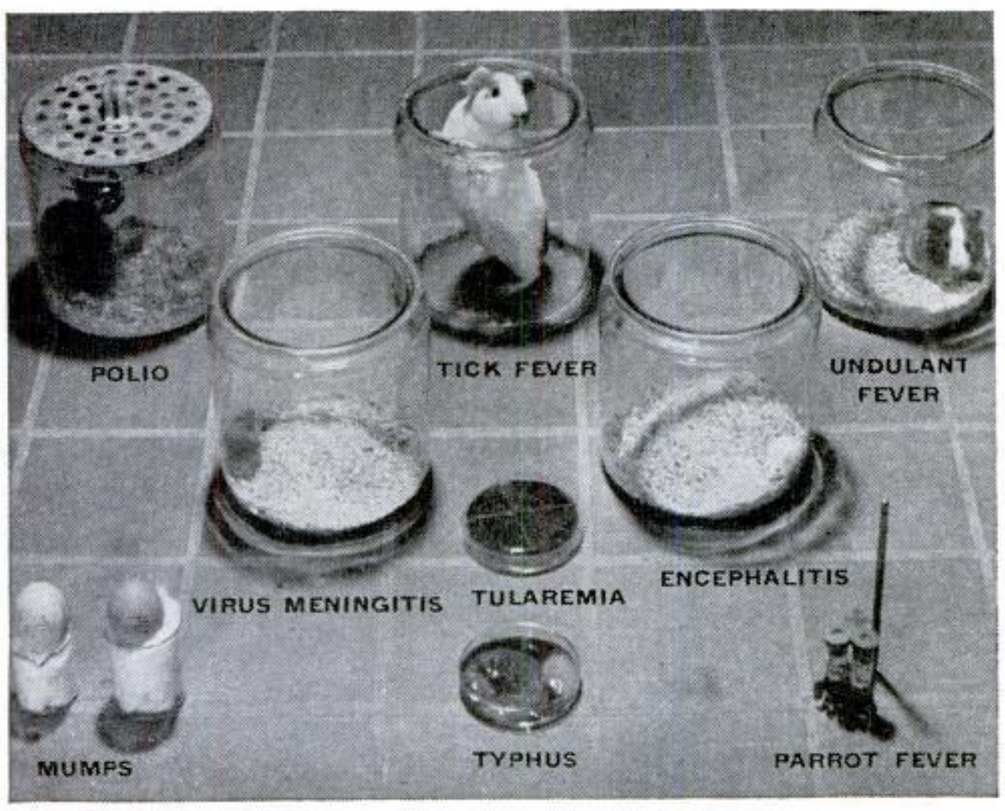
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WARING COCKTAIL MIXER is used to grind up germ-laden tissues. Ultraviolet lights kill germs escaping from mixer. When window is raised lights go off and mixer stops running, but air flow is sufficient to keep germs in hood.



STERILIZING VAULTS are used to decontaminate instruments and containers after they have been used in the lab experiments. Each lab also has its own private, sealed-in dumb-waiter to send refuse to incinerators in basement.



GERM HOSTS for lab-cultivated diseases include cotton rat (polio), guinea pigs (tick fever and undulant fever), mice (encephalitis and virus meningitis), agar plate (tularemia) and chick embryos (mumps, typhus and parrot fever).



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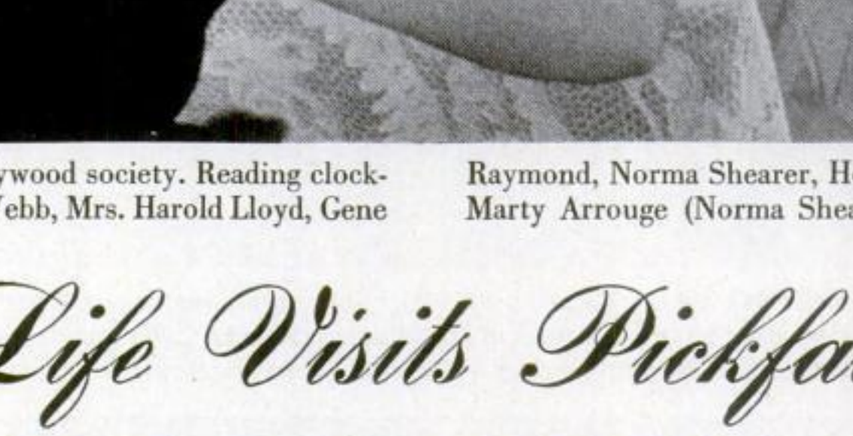
DINNER GUESTS at Pickfair represent a slice of Hollywood society. Reading clockwise from Mary Pickford in foreground they are Clifton Webb, Mrs. Harold Lloyd, Gene Raymond, Norma Shearer, Host Buddy Rogers, Mrs. Mabel Webb (mother of Clifton), Marty Arrouge (Norma Shearer's husband), Jeanette MacDonald and Harold Lloyd.

Life Visits Pickfair

In their famous showplace, America's ex-sweetheart and America's ex-boyfriend reign over Hollywood

Perched on a small mountain in Beverly Hills, Calif. are 12 acres of choice ground in which stands a 25-room house flanked by formal gardens and a swimming pool. This notable establishment is called Pickfair. It is the home of Mr. and Mrs. Charles Rogers and their two adopted children, Ronald and Roxanne (*opposite page*). As Hollywood's most famous dwelling, it is almost as well known to visiting celebrities and readers of fan magazines as the screen names of its owners, Mary Pickford and Buddy Rogers.

Pickfair originally was built by swashbuckling, acrobatic Douglas Fairbanks Sr., who married Miss Pickford in 1920. At that time she was nationally known as "America's Sweetheart" by virtue of her wide-eyed portrayals of golden-locked heroines in triumphs like *Poor Little Rich Girl*, *Rebecca of Sunnybrook Farm* and *Pollyanna*. In the '20s Doug and Mary were the undisputed King and Queen of Hollywood, and Pickfair, staffed by 18 servants, was a gathering place only slightly less important than the White House, where the Coolidges lived, and much more fun. At their parties guests might include the Duke and Duchess of Alba, the King and Queen of Siam, the Duke of Kent and Lord and Lady Mountbatten. After the Fairbanks' were divorced in 1935, Miss Pickford maintained the estate alone until she married, in 1937, her former leading man, Buddy Rogers, who had a title himself: "America's Boyfriend."



AMERICA'S BOYFRIEND AMERICA'S SWEETHEART

In a town where careers are often as brief as a starlet's bathing suit Miss Pickford remains Hollywood's most durable success. At 54 she is one of the cinema's richest and shrewdest businesswomen. She owns 50% of United Artists Corp. (the other half is controlled by Charles Chaplin); 51% of the Samuel Goldwyn Studios, and is president of two small independents, Triangle and Comet Productions. Spouse Buddy acts as producer in her various enterprises.

Mary and Buddy used to entertain in grandiose style, once served some 3,000 guests on their lawn with 10,000 sandwiches, 250 gallons of tea, coffee and punch. Now they usually confine themselves to small formal dinners for their friends, like the one above. Even so they are still proud of the fact that nobody can be said to have "arrived" in Hollywood until he has been invited to Pickfair.

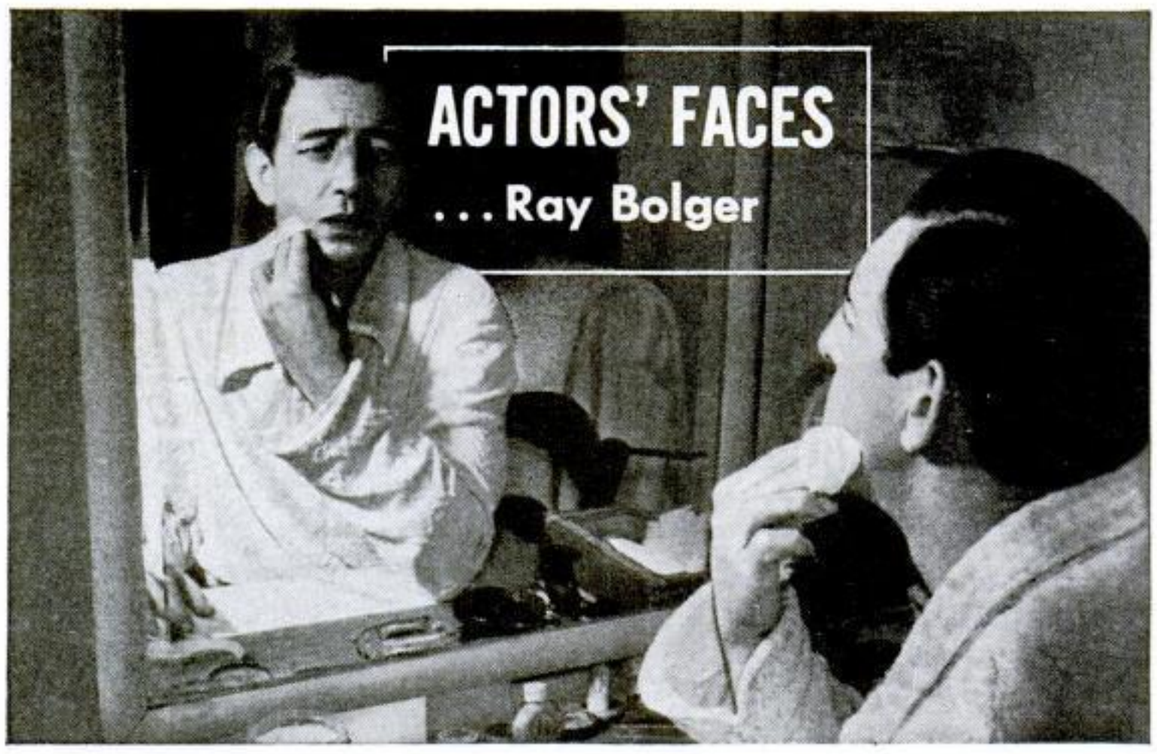
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THE ROGERS FAMILY poses for LIFE photographer in its first formal public portrait. Son Ronald Pickford Rogers (*right*), now 11 years old, was adopted when he was 3. He wears the cadet uniform of the Black-Foxe Military Institute, which he attended for four years. Daughter Roxanne, 6, is called "Roxie," attends a morning nursery school.

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Actors' faces are extra-sensitive

THAT'S WHY RAY BOLGER SHAVES WITH SOOTHING WILLIAMS

"Removing heavy stage make-up keeps my face sensitive," says Ray Bolger, famous Broadway star shown here in his dressing room. "But getting close, comfortable shaves is no problem since I started using Williams Shaving Cream. It's easy on the skin—never irritates."

Close, easy shaves

Williams is made from top-quality ingredients, blended as precisely as a doctor's prescription. In Williams you enjoy the benefits of over 100 years' experience. Its whisker-wilting lather soaks wiry beards *completely* limp—lets you shave quickly and cleanly. Get a tube of Williams today.

Lather or brushless? If you prefer a brushless shave, you'll find the same luxurious shaving cream qualities in the new richer Williams Brushless Cream.

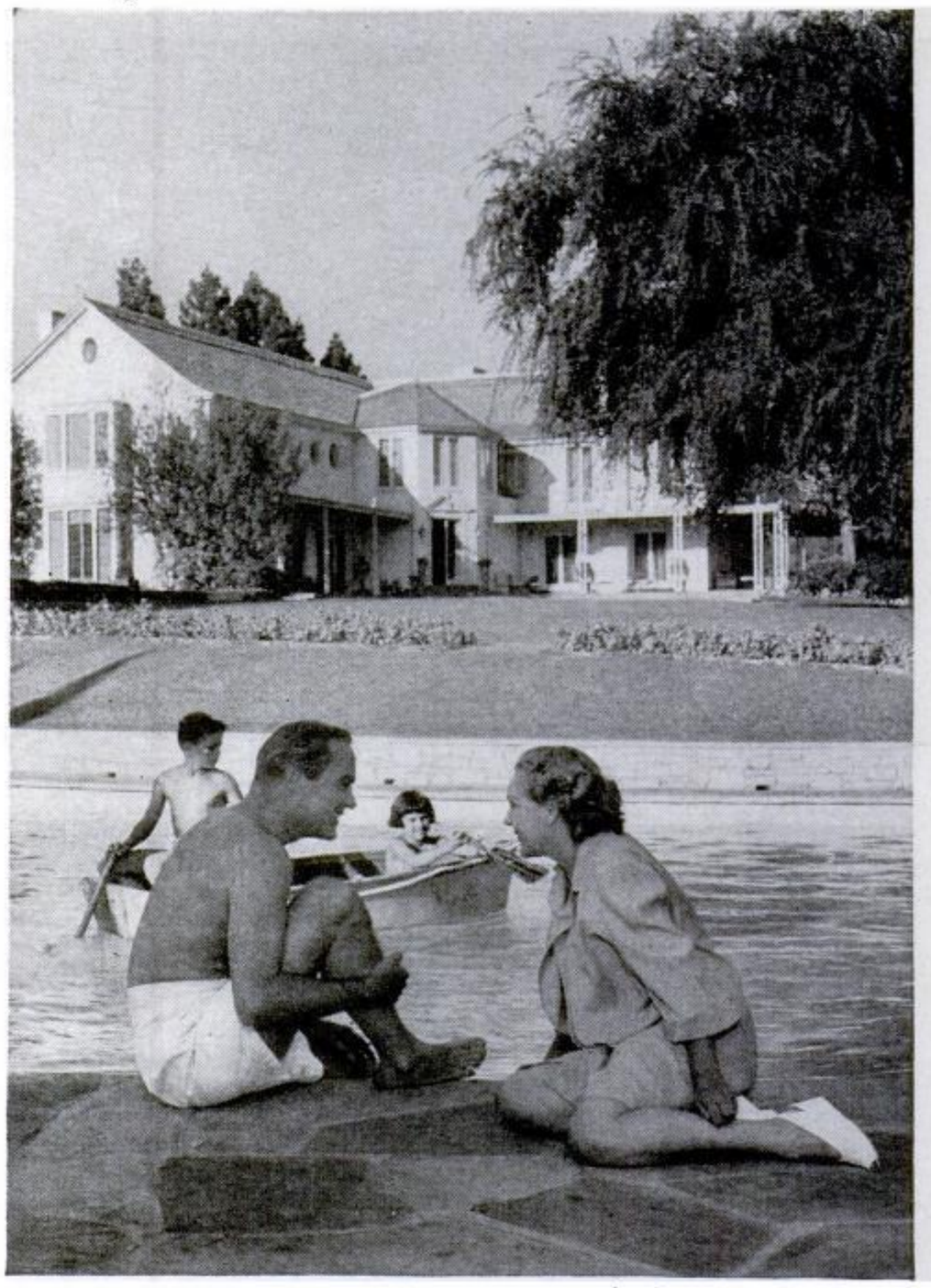


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AT THE SWIMMING POOL Mr. and Mrs. Rogers rest between dips while their two children paddle about in a boat. In background is the main house.



FASHION SHOW (*above*) is one of many charity affairs for which the Rogers' open up the lawns of Pickfair. This one benefits the Hollywood Canteen.

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Santa Fe

When traveling to or from California on the Santa Fe, visit

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As many world travelers express it, the Land of Pueblos of northern New Mexico is "the most interesting hundred miles in America."

Winter is an especially good time of year to schedule a trip. Climate is crisp and invigorating. Nighttimes are memorable, filled with fragrant piñon smoke and with the air so clear you can almost reach up and "pick a star."

An ideal way to see this Land of Pueblos is on a one, two, or three-day *Indian-detour*—the fascinating private motor tours that start from Santa Fé, New Mexico.

Convenient, too. Merely arrange to "stop over" at Lamy, New Mexico, on your trip to or from California on the Santa Fe. A motor coach will meet the train and take you on the short jaunt to Santa Fé. La Fonda, Fred Harvey's famous hotel facing the historic plaza, will be your headquarters.

Let us send you the picture folder giving full details on the colorful Land of Pueblos and the *Indian-detours*. Just mail the coupon.

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REAL ARCH STANDS AS A PARIS LANDMARK AT THE PLACE DE L'ETOILE

WHICH ARCH IS REAL?

Arc de Triomphe is carefully copied for movie

Shown here are two almost identical pictures of the Arc de Triomphe in Paris. The picture above is of the real arch, begun in 1806 by Napoleon. The picture below shows a copy of the arch, built by Art Director William Flannery and 10 workmen at Enterprise Studios in Hollywood. Enterprise's arch is only 10 feet high and made of plaster, whereas Napoleon's stands 160 feet and is made of stone. Otherwise the fake arch is a dead ringer for the original. Enterprise used it as a background for the forthcoming movie, *Arch of Triumph*, based on Erich Maria Remarque's best-seller of last year. With Ingrid Bergman (*next page*) and Charles Boyer starring in *Arch*, Enterprise thinks it will be one of the season's most important pictures. The movie cost more than $4 million, of which $35,000 was spent to re-create Paris' famous landmark.



FAKE ARCH stands on a sound stage at Enterprise Studios in Hollywood. A section of real Paris pavement in foreground was added by the photographer.

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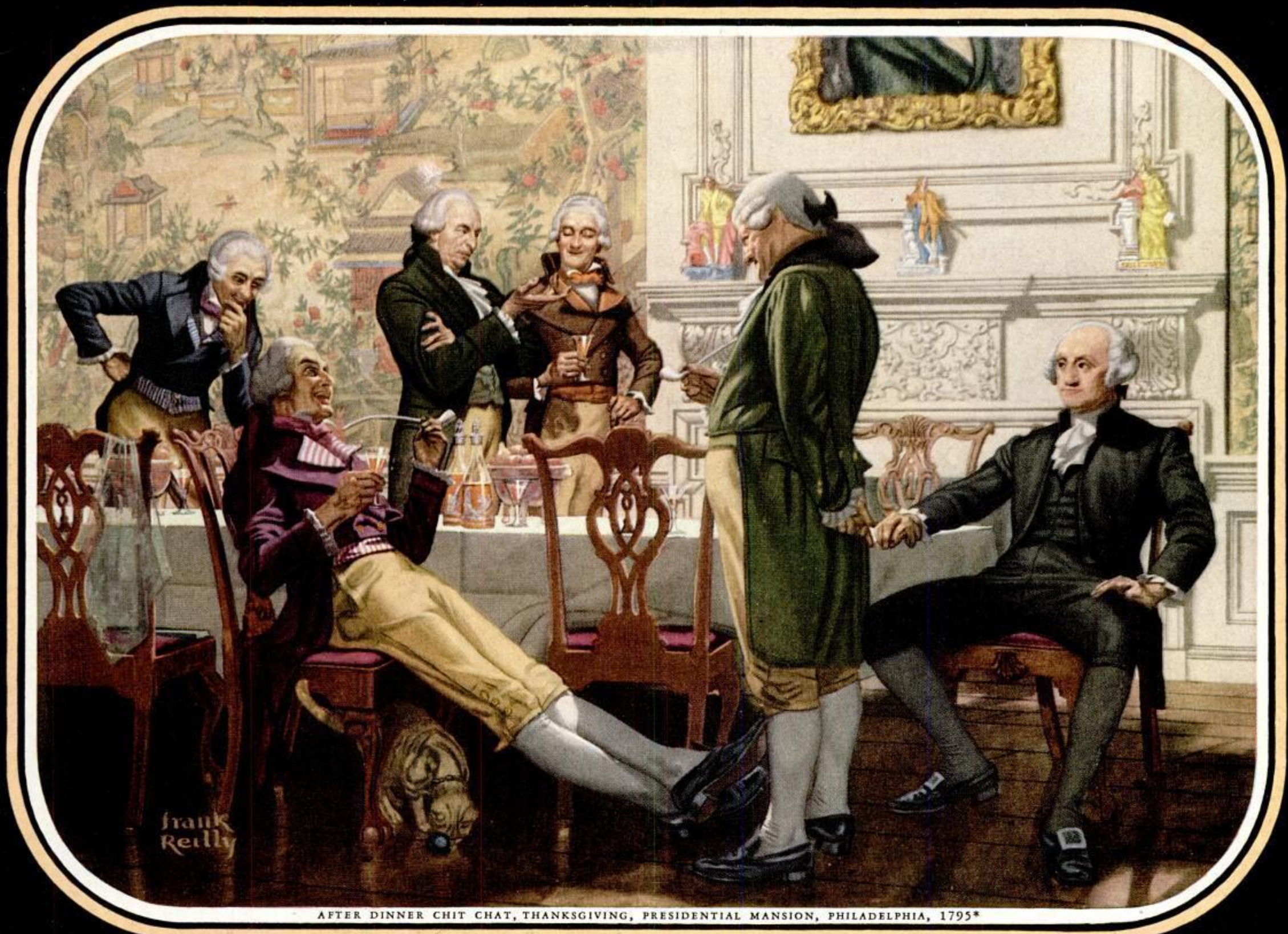


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INGRID BERGMAN, star of *Arch of Triumph*, poses with the false arch built for the movie, to show its true proportions. The plaster copy was made on an exact scale of 1 to 16, with all the battle names, dates, inscriptions and carving of the original. It even includes the flame underneath commemorating France's Unknown Soldier of World War I. The shooting script called for many different "mood" shots of the monument, which were achieved with trick lighting on the neutral background curtain.

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